

**THE ECOSOPHY OF BENEFICIAL
DISCOURSE: A CORPUS-ASSISTED
ANALYSIS OF SELECTED BLOGS ON
ENVIRONMENT**

BY

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The Ecosophy of Beneficial Discourse: A Corpus-Assisted Analysis of selected Blogs on Environment

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ABSTRACT

Title: The Ecosophy of Beneficial Discourse: A Corpus-Assisted Analysis of Selected Blogs on Environment

This study investigates blogs related to environmental issues published on the forum of International Institute for Environment and Development (IIED). The interest was to trace diversity and complexity within beneficial discourse (Arran 2015), taken, otherwise, as uniform or monolithic. For conceptual grounding, Guattari's views about internal diversity have been drawn upon. The study uses multifarious landscape of digital environmental discourses, using both quantitative and qualitative methodologies tailored for textual data from the selected blogs. The analysis was conducted using AntConc software to identify different ecosophical positions, and thematic congruences in the online environmental discourses. Eighty blogs having beneficial discourse were selected following purposive sampling technique. The results portray a picture of ecological positions that are so varied as theorized by Guattari in his 'deep ecology' which views perspectives as human-environment relation as being a sum of internally complex, inconsistent and conflicting positions. The result showed positional diversity reflecting the complex relationship between human and nature contrary to the conception of beneficial discourse as a uniform expression. The insights generated have implications for environmental discourses, decision-making and future studies since beneficial discourse has been conceptualized as uniform, whereby positional multiplicity is conventionally overlooked or at least underestimated.

Keywords: *Ecosophy, Corpus Linguistics*

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DEDICATION

This dissertation is a tribute to my devoted parents and siblings, whose unwavering support, love, and encouragement have been the foundation of my success.

CHAPTER 1

INTRODUCTION

Ecosophy, as philosophy of ecology has been interested in sustainability, ecological consciousness and environmental ethics. Ecosophy has been dealing with discourse, as complex representation of beliefs and theoretical positions regarding environment. The advent of ecolinguistics introduced a linguistically oriented outlook towards environment taking into account and developing on such earlier debates as existed in ecosophical perspectives. However, some particular trends in ecolinguistics led to conceptualization resulting in the simplification of debates which were viewed as complex in ecosophical approaches. Arran Stibbes classification of ecological discourse has been influential contribution toward this end.

This simplification has been viewed as overly reductive and in view of this the need to revive ecosophical perspective is important. Therefore, the uniformity of beneficial discourse as propounded by Stibbe has been problematized to create space for ecosophical concept of deep ecology to look into the possibility of investigating ecological discourses from a more comprehensive perspective. The aim is to suggest an alternate way of looking at ecological discourse not by rejecting Stibbean views, but by extending and equipping the same with more resources to make it more comprehensive and more insightful.

The current study has been conceptualized and designed with all this in the background. Ecosophy is an old idea with its focus originally on ecological harmony and diversity. Later 'Deep Ecology' was introduced in ecosophical approaches towards the environment in order to account for the diversity of ideas to be traced in environmental discourses. The essence of ecosophy as science is currently considered as one of the most crucial stances in modern philosophy about environment (Brennan, 2020). The most crucial aspect, though, is that all living things human and nonhuman have intrinsic worth and, as a result, the right to exist and thrive.

As a result, the interest of linguistic research in environment and the advent of ecolinguistics ushers into a new era of investigations into human-environment relationship as reflected in the language. The importance of this relationship or

interaction between human and environment was enhanced further, because of the political dimensions it achieved as awareness sensitization about the need environmental protection. The resultant research interest led to the development of influential discourses concerning environment in the field of linguistics leading, naturally, to the theorization. The debate, current study engages with, is the result of the same exercise in the field. Among multiple perspectives corresponding to multiple dimensions of human-environment interaction. One was the attempt to classify discourses produced concerning environment. (Arran Stibbe's) studies, in this connection are considered to be the most influential in this regard. He divided discourse in three different categories as beneficial ambivalent and destructive, depending on how it affects society and the environment. Beneficial discourse shows relationship with the natural world that are ethical and sustainable. It promotes behaviors that are consistent with ecological well-being and supports activities that save the environment. Whereas, destructive discourse undermines ecological and social systems. It frequently promotes unsustainable practices like deforestation and excessive consumption. The ambivalent discourse has dual characteristics. It includes elements that can both promote and undermine the well-being of society and the environment. It may increase awareness of environmental issues, but it may also encourage destructive behaviors.

Subscribing to the idea of deep ecology related to the complexity of human-environment relation, this study holds skeptical view. The interest of this study is to suggest relying of the approach propounded by deep ecology cover. The characteristic complexity of human relationship with the environment. In this regard, the classification of environment discourses into monolithic categories promoting, in a sense, categorial purity and uniformity of environmental discourses attempted to be reassessed. The purpose mainly is to invite possible alternate ways of reading environmental texts, by making the concept of classification of discourses more accommodative. Studies in this direction need to be invited to make the model more resourceful and effective.

1.1 Statement of Problem

The existing approach of considering beneficial discourse as unidimensional or uniform fails to cover some important aspects related to beneficial discourse. the result in exclusion of some, otherwise, very important features of such discourses. So, there is a need to have a more comprehensive analytical model that has the capacity to take into account such features as well

1.2 Research Questions

1. What kind of ecosophical positions are marked in the discourse of selected Blogs?
2. How do the various stances maintained in the blogs, relate to the beneficial discourse?
3. In what ways and to what extent do the discursive positions, in the selected blogs mutually differ despite subscribing to the beneficial discourse?

1.3 Significance & Rationale of the Study

Significance is in providing alternate way of looking at ecological discourses through revision of monolithic strategies developed within this domain. The study is a step forward in highlighting the need for development of a more resourceful tool and in turn model to deal with the complex nature of ecological discourses. It is expected to intrigue researches which would aim to look beyond reductive classification of ecological discourses. Initial result may be revival of deep ecology to make up for the deficiencies caused by treating the discourses as uniform categories without any internal incompatibilities.

1.4 Delimitation

The study is delimited to blogs sampled purposively from international institute for environment and development organization website. The scope of investigative interest was limited only to tracking inconsistencies incompatibilities and complexities within the texts of selected blogs which otherwise would have been uniform. on account of all uniform being ostensibly, being examples of beneficial discourse.

1.5 Organization of the Study

Chapter 1: Introduction This chapter will provide a detailed introduction to the topic, background of the study, literature review, research questions, research methodology, theoretical framework, data collection tools, data analysis, statement of the problem, significance of the study and delimitation of the study.

Chapter 2: Literature Review This chapter will focus on highlighting the empirical studies available and related to the topic under study. This chapter will be broadly divided into three sections followed by sub sections. In the first section this chapter will end with a summary.

Chapter 3: Methodology This chapter will discuss the methodological approaches pertaining to the topic under study.

Chapter 4: Results This chapter will be specified for presenting the results obtained from the collected data.

Chapter 5: Conclusion and Recommendations This chapter will present a brief conclusion, findings, discussion, and summary. This chapter will end with recommendations for further research.

CHAPTER 2

LITERATURE REVIEW

This chapter presents a review of the studies and the literature which established the concept of area of focus. This area of the study has been tackled in many researches in the past as revealed in this research. However, the basic discourse analytical data, which allows understanding key subjects, functions, and evaluations that contribute to the construction of a manifold ecosophy in environmental blogs, has to be further examined. This chapter will endeavour to provide an overview of the current research concerning communication in an ecological perspective.

2.1 Ecolinguistic Studies

From a standpoint of global dialogue on language learning, though, the discussion is of great value in advocating and emphasizing the ecosophical principles of moral deep ecology. Chen (2016), Ibrahim (2021) and Wu (2018) noted that this framework consists of values such as peace, life, love, commitment, active social involvement, faith, compassion, honesty, responsibility, sustainability and care. As regards educational institutions and universities, language instructors are of great importance in developing students' cognitive and emotional growth. First, they teach these essential skills like writing, reading, speaking, and listening for their students evaluate internal and external peculiarities, analyzing cultural contexts, adopting an ecological perspective, all of which is stated by Ibrahim and Hasırcı (2023), Pattis (2023), Shamaieva et al. (2023), and Yang (2022).

Second language learning, as well as, foreign language learning, makes a notable contribution to environmental issues constituent of the discourse in language education. The nature of the affiliation thus epitomizes the interdisciplinary flavor of ecolinguistics (i.e. the study of complex relationships between language and the natural world from perspectives of social and environmental sciences). As noted by Shamaieva et al. (2023) many cultures acknowledge the strong bond that exists between language and other facets of human cognition, sociocultural dynamics, emotions and bodily sensations.

Ecosophic languages teach to ecological consciousness which attempts to illustrate the intricate webbing between every aspect of Earth's eco system and the cosmos at large, as described by Mickey (2015). Cultural, spiritual and educational movements bear testament to this awareness, and they usually take hybridized form influenced by multiple cultural sources. Bowering (2023) suggests the field, ECOSOPHY, a complex and multidisciplinary, can be explored and taught at various educational levels. It includes the development of socio – emotional consciousness, understanding and strategies for navigating ecological hazards. The idea of ECOSOPHY is becoming a focus in global language conversations about education partly because ECOPHYSOPHY has the potential to help attain Sustainable Development Goals through language education (Lane and Smith 2021).

According to Lewis (1996), it is vital to survival skills in Kirkwoods settings (forests, deserts, and barren regions) to be able to read and understand one's surroundings. In both of these environments, most individuals try to head directly forward in order to maximize chances of crossing the edge of their unexplored area and heading back to safety. According to Kellman (2003), however, without navigational markers, and clear indicators of how one's path differs from one's destination people often unknowingly travel in circles — underscoring the need for awareness of ecological and spatial information.

Language exists as a tangible phenomenon in the physical world, whether viewed as a cognitive ability (language as "competence") or as a social tool for communication (language as "performance"), as Osgood (2013) posits. As suggested by Rączaszek-Leonardi et al. (2018), environmental discourse is conditioned by its ecological surroundings, proving language—and thus speech—is deeply affected by its ecological surroundings; thus, environmental context into which language is inserted needs to be considered. Perhaps more importantly, this paradigm is particularly relevant in the context of analyzing how language in environmental blogs coexists with natural and sociocultural ecologies. What we know about language will be deeply influenced by the symbolic and natural ecology of language, and its sociocultural influences on use and meaning in certain contexts (van Lier, 2004).

Blackledge's focus is on how relationships of languages, their speakers, and the societal structures within which they are situated affect and shape discourse. The work of Creese and Blackledge (2011), for example, demonstrates how the linguistic anthropological interest in how cognitive processes affect language in interaction functions to help explain how participants engage in environmental advocacy and communication. Sapis's assertion that "social dynamics either strengthen or modify even the most fundamental environmental effects," as discussed by Bar-Tal (2004), further supports this approach. Gibson's theory of sociocultural adaptation, and an alternative Gibsonian perspective (Ferguson, 2006), offers a useful framework for discussing how language in environmental blogs adapts to and mirrors how ecologically and socially real.

However, Steffensen and Fill (2014) note that Van Lier's ecological perspective de-emphasised psychological experimentation and connection. Ecological linguistic research addresses questions like "What defines language's ecology?" and "How is language interconnected with its ecology?" (Chen, 2016). Without them, we cannot understand how environmental blogs reflect or engage with ecological contexts. It also has the quality that, as Gregersen & Sailer (1993) comment, the field is as much an archipelago as a unified domain.

Rather, ecolinguistics represents a balance between extremes of ontological essentialism, which sees language as a physical thing, and epiphenomenalism, which does not consider language to be real at all (Beckner 1959; Garner 2004). Taking an evenhanded view helps unpack the ways in which environmental blogs construct and mirror ecological realities while offering insight into sustainability discourse.

2.2 Ecolinguistics in Various Discourse Domain

Ecolinguistics has been a significant area of study of the role of language in mediating human interaction with environment. One of the frameworks to consider is Ecological Discourse Analysis (EDA), which studies how language shapes environmental discourse and affects ecological behavior (Alexander & Stibbe, 2014). EDA presupposes that a critique of and reactions to inhumane and destructive discourse can change our consciousness about the environmental impact of language use. At the

same time, it encourages the use of discourses that encourage ecologically aware behavior. According to Alexander and Stibbe (2014), EDA has two primary strands: In this research, reflecting a text critical aspect of ecolinguistics (Xiong, 2014), the research first analyzes the way in which language is used to discuss ecology. In the second place, it investigates how the different discourses shape how humans treat life supporting systems, a system critical perspective (Halliday, 1990).

In recent developments of EDA, He Wei and colleagues (2021) have refined Halliday (1976)'s approach, arguing for positive, negative and ambivalent effects of language on the environment. An understanding of these insights can also lead us to a more profound understanding of how ecological discourse can help to alert people and to influence the more responsible ecological behavior. This framework has evolved into a critical tool for ecolinguistics research and gained popularity mainly for studies of environmental discourse and sustainability (Wu, 2018; Yuniawan et al., 2017).

2.3 Ecosophy

A concept called eco-philosophy or deep ecology or ecosophy was developed by Norwegian philosopher Arne Naess in 1972 to define a philosophical ontological basis for a harmonious human existence with the natural world. The term "ecosophy" itself is derived from the Greek words "Oikos" (house) and "Sophia" (knowledge), signifying a deep understanding of the ecological interconnections that sustain life on Earth (Shamaieva et al., 2023). Finally, Naess deep ecology, formalized in 1995, opposes anthropocentrism and argues for ecocentrism, which presumes all life forms are worth of intrinsic value regardless of their utility to human beings (Kopnina et al., 2018). The point of view shift here reflects humans' moral duty to live in coexistence with nature, and to respect the intrinsic value of nonhuman life (Stibbe, 2017).

As a theoretical framework, ecosophy fleshes out the importance of actions that support ecological sustainability in light of politics and daily responsible practices (Poole, 2018). However, scholars like Brumpton et al. (2022), Shamaieva et al. (2023) propose how ecosophy can be embraced into education, specifically into language education to build ecological literacy and ethical environmental practices. Language is crucial in the parsing of perceived environment because it is a very important tool for

inculcating ecological values and sustainability (2015, Stibbe). Moreover, by introducing ecosophy into language education, it stimulates students to move from anthropocentric to ecocentric perspectives to feel that all living beings possess intrinsic value, and, consequently, nature should be respected (Kopnina et al., 2018).

While there has been some critique, ecosophy has drawn its attention in academic and activist circles and its capability to redraw the line between humans and environment (Smith & Smith, 2019). However, it is increasingly seen as the key to dealing with modern global environmental challenges. Meanwhile, language education has become an effective way to promote ecosophy since it not only helps students recognize their own ecological responsibilities but also leads behavioral change in such aspects as the sustainable behavior in different cultural contexts (Richards & Rodgers, 2014; Sutton & Anderson, 2020). Integrating ecosophy into language teaching can promote a more widespread ecological awareness while stimulating worldwide positive environmental action.

2.4 Ecosophy and Ecolinguistics

Ecology social philosophy contributes significantly to the scholastic scholarship of ecosophy regarding perpetual relations between humans and nature. The central role of human activity in shaping those material conditions that determine the material conditions of human existence has been a focus of philosophical discussions within the theme of human activity (Moran, 2016). Cultural welfare, environmental sustainability and existential security have become the leading topics for global discourse in the twenty first century. This is something that scholars — particularly philosophers — are already busily discussing and working out what needs to happen to ensure humans and other species can not only survive, but exist in harmony with each other. Philosophers and linguists have carefully thought about the complicated and enduring nature humanity relationship, and how new ecosophical perspectives may help us solve ecological issues, Lisska (2016).

It has been understood by education for a long time that there are ecological issues, and new ways of looking at old philosophical questions have been the need. This means, also, contemplating the contribution of education to the promotion of a

sustainable development and environmental awareness, primarily through linguistics (Stibbe, 2015). Communication skill in speaking, writing, listening and reading are improved by language teachers through different pedagogical strategies to critically interact with cultural issues from an ecological angle. All these processes activate human cognitive and emotional processes to get deeper ecological awareness (Meghdari & Yousefi, 2022). Language education is more and more widely acknowledged as a factor influencing environmental discourse, notably in the field of foreign and second language instruction (Shamaieva et al., 2023). Ecolinguistics (a foundation in social and environmental sciences), within which the relationship between language and the environment is considered, demonstrates the close relationship between language and all aspects of a person's existence in society (or, in short, in different cultures) (Shamaieva, Eijazova & Dragomirova, 2023).

United Nation's Sustainable Development Goals are achieved with language education and one of the goals is to create a more favorable future by 2030, as Boluk et al. (2019) claim. In relation to language training, ecosophy focuses upon the interdependence of all parts of the natural environment on the Earth and the Universe beyond. Environmental concerns communicated in differing ways, influenced by different cultural and educational backgrounds, and various religious and cultural backgrounds (Gifford & Nilsson 2014; Ting-Toomey & Dorjee 2018). It is a complex multi disciplinary would, it entails Ecological sensibility and Emotional engagement and factual knowledge all, encouraging Active role participation in Environmental movements. Ecosophy can be augmented as means for promoting crosscultural understanding within language education, which in turn follows in support with sustainable development goals (El-Deir, 2019). With so many global environmental problems facing humanity, it is critical to scrutinise widely accepted ecological principles and beliefs (Rist et al., 2023).

Increasingly it is recognized that ecological identity as defined, and which includes linguistic aspects, reflects human perception of nature and correlates with human behaviors in relation to nature (Rist et al., 2023). In recent economic research, the interaction of language, education, culture, ecological balance, biodiversity, and harmonious communication has been examined (Zidny et al., 2020). These integrated

approaches come to solve environmental problems that put human existence at stake by addressing cultural customs, speech patterns and conceptual frameworks (Molina-Motos, 2019).

2.5 Beneficial Ecolinguistic Discourse

The term linguistic ecology was coined by linguistics pioneer Einar Haugen who used the metaphor of an ecosystem to describe relationships between different languages that different populations used and express the same. Building on the biological concept of "ecology," Haugen developed a set of ten questions that comprehensively address the positioning of languages within their environments, touching on aspects such as ethnolinguistics, language planning and policy, sociolinguistics, historical linguistics, and other subfields of language study (Eliasson, 2015).

Linguistic ecology has more recently come to cover a vast range of issues, such as language development, history, education, and societal change (van Lier, 2004). The field thus widens to cover issues concerning language endangerment, human rights, and theoretical questions concerning classification and the perception of languages. Haugen makes evident that consideration of language ecology adds to discussions on societal changes, migration, hybridity and marginalization, topics that have become focal in 20th and 21st centuries (Robbins, 2019).

This area is sometimes considered a subfield of ecolinguistics, but research in this field is sometimes more sociolinguistic, highlighting the social environment of language without considering the ecological relationship of language to the physical environment and ecosystems on which it depends (Taylor, 2004). As Skutnabb-Kangas and Harmon (2018) note, many sociolinguists tend to give only superficial attention to the literal sense of "ecology," concentrating instead on social concerns. The "eco-" in ecolinguistics and language ecology often refers to the relationship between speakers, their sociocultural and economic contexts, and the languages themselves (Spinozzi et al., 2022). Furthermore, there is also evidence that high linguistic diversity correlates with high biological diversity, that is linguistic diversity acts as an instrument in preserving local ecological knowledge. If these languages are dominated by others that

are more widely spoken, the associated ecological knowledge and biodiversity is at risk (Spinozzi et al. 2022). 5.1 The Ecological Aspects and Linguistic Interaction concept of linguistic ecology by using the metaphor of an ecosystem to describe the relationships between different languages spoken by various populations and their forms of expression. Building on the biological concept of "ecology," Haugen developed a set of ten questions that comprehensively address the positioning of languages within their environments, touching on aspects such as ethnolinguistics, language planning and policy, sociolinguistics, historical linguistics, and other subfields of language study (Eliasson, 2015).

The concept of linguistic ecology has expanded to encompass a range of topics, including language development, history, education, and societal change (van Lier, 2004). This broadens the scope of the field to address issues such as language endangerment, human rights, and theoretical concerns about the classification and perception of languages. Haugen's work highlights how language ecology contributes to discussions on societal shifts, migration, hybridity, and marginalization—issues that have gained prominence in the 20th and 21st centuries (Robbins, 2019).

Linguistic ecology is sometimes considered a subfield of ecolinguistics, though some research in this area may be more sociolinguistic in nature, focusing solely on the social context of language without considering its ecological relationship with the physical environment and the ecosystems upon which life depends (Taylor, 2004). As Skutnabb-Kangas and Harmon (2018) note, many sociolinguists tend to give only superficial attention to the literal sense of "ecology," concentrating instead on social concerns. The "eco-" in ecolinguistics and language ecology often refers to the relationship between speakers, their sociocultural and economic contexts, and the languages themselves (Spinozzi et al., 2022). Additionally, some studies link high linguistic diversity with high biological diversity, suggesting that linguistic diversity plays a crucial role in maintaining local ecological knowledge. When these languages face dominance from more widely spoken languages, the associated ecological knowledge and biodiversity are at risk (Spinozzi et al., 2022).

2.5.1 Linguistic Interaction and The Ecological Aspects

Within the Haugenian tradition, this was the focus of linguistic interaction and ecological aspects of multilingualism. A tradition which deals with the language diversity and its origin as well as the issue of the evolution and relationship of minority and majority languages is presented. This includes discussion of the dynamics of contact languages and processes such as language persistence, shift, transformation and disappearance or revival (Mühlhäusler, 2000). Central within the language contact ecology is also language planning, which considers ethical and socio-political aspects. This study area looks at the reasons people acquire or come up with new people and the contextual factors that drive these behaviors (Mirvahedi & Jafari, 2021). Taking into account the ecological model of language planning, based on a complexity theory, Mirvahedi and Jafari (2021) hypothesize on how language adapts to social and environmental conditions.

2.6 Exploring Language Sites

Environmental discourse across different textual domains relies greatly on the use of language. The foundation is traditional written forms of communication, but to fully understand, these need to be expanded to visual and digital media. Environmental messages are not any longer the written words; they can be delivered by the picture, infographic, and videos. Directly addressing audience emotions and subconscious through these visual forms. As Marcello Danesi (2012) recommended, a semiotic and symbolic reading of the messages is needed in order to understand them, hence they can be decoded through multiple elements, i.e., colors, compositions, and symbolism, with evoking emotions and appeals. According to scholars Susan Hoeft and Daniel O'Connor (2010), visual imagery has a marked effect upon environmental engagement and perceptions.

2.6.1 Social Media

There's not a day that goes by where I don't see a discussion happening in real time about the environment on social media sites they are very dynamic spaces. Platforms like Twitter and Instagram use hashtags, trending topics, to act as indicators of public interest, and are useful metrics for what environmental issues are emerging

(Freeman et al. 2014; Murray et al. 2014). To understand what drives public discourse and collective action, we analyze these online phenomena. In addition, learning the specific communication language used in the online communities and by influencers gives more insight into how shared values and collective actions arise in the virtual space (Hasanov & Zuidema, 2022). Understanding how online communities mobilise to advocate for change (Chan, 2017) and how public opinion on environmental issues flows and grows (Price, 2019) are of vital importance in this analysis.

2.6.2 Electronic Media

Starosielski and Walker (2016) specifically outline how electronic media as a platform, particularly documentaries and film narratives continue to become an important medium for environmental storytelling. These media forms influence public understanding and emotional responses to environmental issues by using visual storytelling techniques. In fact, as Gretchen Hays (2012) suggests, analyzing these strategies generates insight into the extent to which films and documentaries form our knowledge and emotional connection to environmental issues. News coverage and how events are framed in environmental events can also change public perception and policy decisions greatly. Latinos are still waiting for that missing ingredient as important elements of their campaign are never discussed. Immigration illegality is not a factor that calls for a unity within Ecuadorians. The choices of words, the way events are framed, and the potential biases of media coverage are important to understand the effects of such narratives in the environmental discourse (Starosielski & Walker, 2016).

2.7 Ecosophy in Real Sites

Ecosophy is not just a noble academic abstraction, but calls for the practical interaction with the environment. The claim of ecosophy by Franklin et al. (2022) is that it pushes people out of the digital space for meaningful interaction with nature. This philosophy is brought to life in the form of tangible landscapes, whether in the urban or rural landscape, or in the natural environment as forest, beach, and park. Getting out in the natural world—walking on sand, or sitting under a tree in a park—makes us better able to understand the intrinsic value of the natural world and understand ecosophical principles more deeply (Kennedy et al., 2014). Doing activities

like ecosystem restoration, planting trees, and clean up polluted waterways builds a connection back to the environment and resituates the ecosophy (Buxton et al., 2016). There's an inherent mindfulness that derives from observing nature's natural balance and how each species interacts, and relates to, the rest.

2.8 IIED and Ecosophy

Within mainstream academic, research and advocacy circles, I think the biggest role is taken by the International Institute for Environment and Development (IIED), founded in 1971, which focuses on the economic aspects of advancing sustainable development and the ecosophy principles through extensive research and advocacy work. The IIED was founded as an influential global organization to facilitate connections between sectors of the public and the private as well as their communities in developed and far interests to encourage a smoother process of development (Schipper et al., 2014). IIED covers work that addresses the broad arenas of climate change, biodiversity conservation and sustainable livelihoods. The IIED works with vulnerable communities in Africa, Asia, Latin America and the Pacific to take local priorities to the global stage and advocate for policies that address inequality and support sustainable environment practices (Seddon et al., 2016).

IIED contributes to the development of international frameworks for example the UN Conventions on Biological Diversity and Climate Change, and support for grassroots action to influence decision making processes through action research and policy engagement (Raworth et al., 2014). The core of their approach lies in the philosophy of interconnectedness of social, economic and environmental systems and is based on ecosophy. Committing to working on to solve the critical environmental issues and listening to the local voices in international policy dialogues have been reflected in their continued efforts (Fisher et al., 2015).

2.9 Research Gap

Images of ecological discourse, environmental blogging, and positive discourse commonly reflect a biased view of the slightness of differences and differences of opinion among the apparently indivisible consequent beneficial environmental narratives. Whereas thematic frameworks and the tendencies of persuasion have already

been examined in other studies, they often are subject to more conventional qualitative research techniques that tend to overlook more intrinsic linguistic structures and ideological contradictions. A corpus-assisted study will fill this gap by utilizing both quantitative and qualitative methods that will unearth the diverse ecosophical positions (including deep ecology, social ecology and ecofeminism) and the sophisticated dynamics between ideology, discourse, action of environmental issues in the online environmental blogs. It is an example of a methodological approach that has given a more statistically rigorous and fine-grained interpretation of the ecosophy manifested in environmental blog narratives to add depth to the overall assessment of the power of digital platforms in the promotion of sustainability, equity, and environmental stewardship that has been underestimated so far.

CHAPTER 3

METHODOLOGY

This chapter presents discussion on methodology employed to carryout the current study. It discusses theoretical framework, methods and techniques used for data collection, analysis and interpretation. Moreover, it also provides justification and rationale for the use of such methods and techniques. Ethical concerns have also been discussed to ensur data collection integrity. It underlines the significance of the constructive discourse analysis method application to research on climate-related communicative processes.

3.1 Research Type

Mix methods approach has been followed in this study. Both qualitative and quantitative techniques and methods have been employed for analysis of the data. For quantitative techniques a corpus-assisted analysis techniques were used to do statistical analysis involving expression of date trends in terms of numerical values such as frequencies and key- words etc. Then qualitative techniques have been used to investigate into the contextual meaning of textual chunks. This has been done through inquiry into the collocative patterns of the texts where the inferential techniques do not depend on the statistical values shown but the semantic meaning output.

3.2 Research Design

This study follows descriptive design as it analyzes the existing state of affairs. It points out the behavior of textual data in term of its internal ideational as well as formal structure. The interest is to describe the features of the selected textual data from its functional perspective. Thus, the attempt is to describe the nature of the formal and functional aspects of the existing state of object of investigation. In the similar way this study aims to answer the questions concerning the existing from the affairs. The causes of current state, but the state itself.

3.3 Sampling

Blogs were categorized in the beneficial category on the basis of their stated purpose, proclaimed concern and propounded thesis. They were used to determine the predominant concern of each blog. Therefore, the blogs selected were found to beneficial discourse following Stibbean criteria for the same on the basis of the nature of aforesaid dimensions components of each blog. This selection plan can be viewed from another approach used for analytical division of any discourse into its parts. In this regard components of any discourse product are divided into global and local levels. This division is on the basis of particularity and generality universality of ideas with the sample of discourse in terms of their scope. The ideas of broader scope of discourse in terms of their scope. The ideas of broader scope enough to cover the debate/argument at the holistic level (the level of discourse as a whole) are treated as global whereas the ones subsumed under them are treated as local or particular. In the classification process of beneficial discourse for onward selection as sample, the blogs founds beneficial in term of global level ideas were selected for the purpose of this study whereas the ones otherwise were precluded.

3.4 Data Collection

The data for this study consists of eighty blogs selected following a technique that involved multiple steps. The first criterion was the time duration. Only those blogs were selected that were published in (IIED) site after 2005. Secondly, beneficial discourse-based blogs were selected. Only those blogs were selected which showed sustainability, ecological consciousness and transformative potentials. Since, the focus of the study was only beneficial discourse. Therefore, Arran Stibbe's model was followed in the selection of blogs on the basis of the list of features provided by Stibbe. Through this procedure eighty blogs were selected for analysis.

3.5 Data Analysis, Tools and Techniques

The sample selected for this study consists of eighty blogs published on (IIED) site. This site was chosen as a source for data in view of the intellectual import expected in the blogs. As the study was interested in tracing the complex ideational relations and inconsistent positionalities. Such debate, as presented in scholarly blogs could provide

a posited and rich data for the purpose of analysis. Purposive sampling technique was used since the focus of the study was only the blogs presenting beneficial discourse. Taking all at random, therefore, didn't suit this study. Purposive selection was done in two steps as already mentioned in data collection. The first step involved specification of time duration and short listing of blogs on the basis of it. Later, it was followed by a rigorous exercise of shifting the blogs falling within chosen time duration for the ones qualifying as beneficial discourse on the basis of Stibbean standards. A more thorough analysis of the employed tools and technologies is conducted in this context, with an emphasis on AntConc in particular. Collocation analysis, concordance analysis and keyword in context analysis were the major components of AntConc.

3.6 Theoretical Framework

Theoretical framework selected to be used as a lens for analysis draws in views of Guattarian regarding characteristic of the discourse produced about environment. The notion propounded by him in his approach referred to as deep ecology in environmental discourses have been drawn as for the theoretical underpinning's. the same (deep ecology) has been viewed in contradiction to beneficial discourse as propounded by Stibbe. Thus, Stibbe's propositions regarding beneficial discourse in particular whereas his classification of discourse categories as internally consistent types serves as just a reference to highlight distinctiveness of position held by ecosophy. However, the beneficial discourse model will be used for the selection of the texts depending, in this regard, on the propositions forwarded by Arran Stibbe. The text thus chosen will be subject to the lens of ecosophy to trace clashing complex positions to trace internal points of difference as a challenge to the notions of internal harmony of beneficial discourse as propounded by its proponents. As Guattari and Naess highlights the internal positional diversities within same beneficial discourse. The ecosophical approach highlights the complexity of environmental debates, exposing the shortcomings of simple fixes and the necessity of taking context into account.

The choice of this theoretical framework, which mainly relies on Ecosophy and Deep Ecology, and is also informed by the opinion of Félix Guattari about internal diversity, is dictated by the central goals of the research. One of the main driving reasons was to point out the oversimplification of the ecological discourse, which

tended to portray the concept of the beneficial discourse as the one unified or monolithic, sometimes taking the form of earlier categorizations.

The reason why this framework was selected is that it gives prominence to the intricate and internal variability of human-environment relations. It gives the required conceptual filter to transcend the reductionist type of categorization and study ecological discourses through a more elaborate perspective, working with the inclusion of a potentially internal (complex and inconsistent and even contradictory) positions to the supposed beneficial discourse. The main principle of deep ecology, the valuation of everything that lives, regardless of whether it is a human being or not, drawing the analysis towards an ecocentric approach, this right to live and flourish, is intrinsic. Such philosophical positioning fits exactly the purpose of the study which was to examine the reflection of various ecosophical stand points and this includes those that uphold the intrinsic value of nature in the environmental narratives.

Finally, this framework enables the research to identify the necessary positional diversity of the complex nature between human and nature as opposed to the vision of positive discourse as the exchange of the same type. This makes it possible to detect different types of ecosophical posturing like deep ecology, social ecology, ecofeminism among others and their interrelationships in the talk. It is not necessary to disapprove the current perceptions concerning ecological discourse but to expand and deepen them to offer more sources to a broader and critical investigation, thus enabling a critical encounter with as many as possible perceptions to enhance more inclusive and productive approaches towards environmental governance.

3.7 Interpretation and Findings

The results were presented and explained in the perspective of selected theoretical underpinnings. As the analysis aimed ultimately to locate and trace notions involving multiplicity of conceptual positions disruptive to the apparent uniformity of beneficial discourse or its internal purity in generic sense. Proposition of deep ecology concerning complexity of ecological discourse were used to identify, highlight and describe the nature of such features existent in the selected blogs of beneficial discourse. The shift emphasized the value of going beyond simple analysis to derive insightful

interpretations and highlighted the beneficial contributions IIED Blogs have made to the conversation about climate change. The study sought to offer a nuanced understanding of how the communication strategies used by IIED positively influence the narrative surrounding climate change by utilizing constructive discourse analysis within the framework of Ecolinguistics. This interpretive step gave the findings more depth and context and provided a thorough understanding of how IIED Blogs contribute to constructive dialogue on climate-related issues.

3.8 Delimitations

The research was delimited to only blogs that focused beneficial approach were included in the study. Three main factors were taken into consideration while making the selection: first, only blogs that were showing beneficial discourse were featured. Secondly, the blogs that were published after 2005 were selected in order to set the particular time. Third, the selected blogs showed internal complexity, showing in-depth and intricate conversations, as described by Naess and Guattari. By using these criteria, the analysis was guaranteed to focus on significant and comprehensive material.

3.9 Ethical Considerations

Ethical considerations were examined in depth, particularly in the context of data collection on a public platform. This section highlighted the commitment to ethical guidelines that ensure the integrity and responsible conduct of research. The thorough examination of ethical considerations demonstrated a conscientious approach to the research process and underlines the commitment to uphold the principles of integrity, fairness and respect for all stakeholders involved. By considering ethical issues, the research aimed to mitigate potential ethical dilemmas associated with data collection and promote transparency and trustworthiness in the research endeavor. This commitment to ethical guidelines was crucial to maintaining the credibility and ethical soundness of the study and reflects a responsible and principled approach to conducting research

CHAPTER 4

RESULTS AND ANALYSIS

4.1 Overview of the Chapter

This chapter presents the analysis of the selected IIED blogs on climate change. The aim is to conduct an in-depth investigation of diversity of ecosophies within beneficial discourse. The analysis involves the detailed scrutiny of the linguistic forms employed and their discursive functions within the selected blogs.

The chapter is organized into several parts to focus on the analysis of blog posts. The analysis of the corpus analysis is provided justifying the main findings, and they are supported by detailed discussion and interpretations leading to the concluding parts marking a transition to the next chapter. Moreover, the scope of research questions has been briefly explained to provide purview to ensuing analysis.

The chapter closes with a synthesized takeaway of the main ideas and implications that derive from the analysis, making contribution to the field of climate change communication and ecolinguistics.

4.1.1 Recap of Research Questions

The focus of first research question is to identify the concepts expressed in the blogs reflecting authorial ecosophical positions. The second research question, as a step further in analysis, seeks to find the how identified ecosophical positions maintained in blogs qualify as Beneficial discourse. This question involves focus mainly in the global level ideas within each blog. The last question focuses ecosophical complexities and internal ideational clashes at both global and local level of the discourse presented by each blog.

4.1.2 Description of the Analytical Approach

Since Mixed method has been chosen to conduct this study. Blogs were selected on the basis of global ideas beneficial approach. The AntConc tool was used that enabled a range of language analysis tools that are used to analyze word frequency, collocations and semantic associations in the case prompt. The diverse approach

enables to get at constructing in-dept observations, differentiating clear tendencies and figuring out how this kind of theme is put into the discourse in the communication of climate change related issues.

4.2 Word Frequency Analysis

This section describes the findings of the frequencies of vocabulary of the text corpus. According to this analysis, the most common words appearing in most articles written by the IIED on climate change are the ones that are the main issues and topics addressed in the organization's blog articles about the climate.

4.2.1 Results of Word Frequency Analysis

Table 1

Word Frequency Analysis

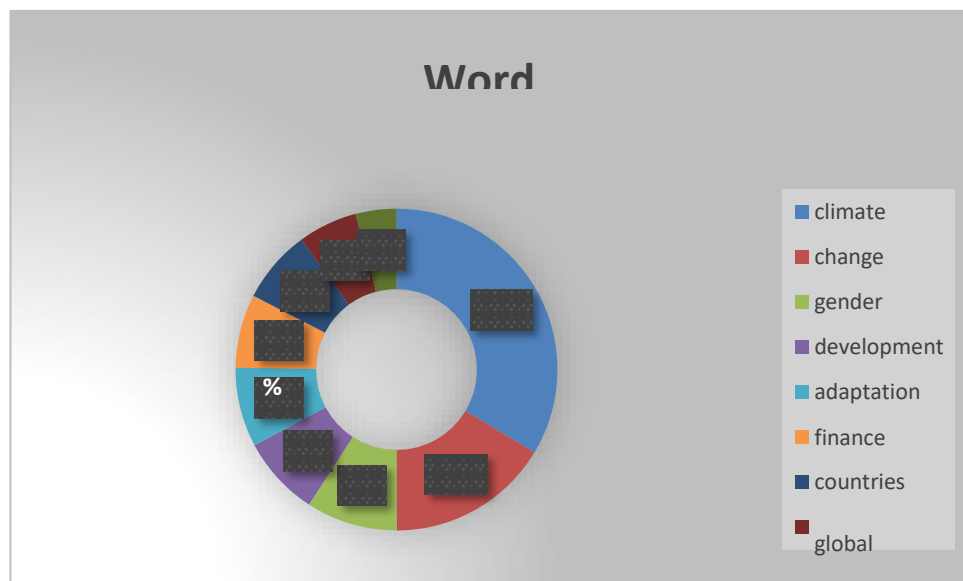
Type	POS	Headword	Rank	Freq	Range	Norm Freq	Norm Range
climate	6	2988	85	16124.332	1	16124.332	1
change	11	1457	84	7862.501	0.988	7862.501	0.988
gender	19	815	81	4398.036	0.953	4398.036	0.953
development	24	717	85	3869.192	1	3869.192	1
adaptation	26	709	61	3826.021	0.718	3826.021	0.718
De	27	708	14	3820.625	0.165	3820.625	0.165
finance	28	658	57	3550.807	0.671	3550.807	0.671
countries	29	655	70	3534.618	0.824	3534.618	0.824
global	33	531	66	2865.469	0.776	2865.469	0.776
energy	52	364	84	1964.276	0.988	1964.276	0.988

urban	53	362	81	1953.483	0.953	1953.483	0.953
sustainable	61	323	83	1743.025	0.976	1743.025	0.976
support	64	321	58	1732.232	0.682	1732.232	0.682
water	66	311	82	1678.269	0.965	1678.269	0.965
Food	69	295	82	1591.927	0.965	1591.927	0.965
impacts	71	292	45	1575.738	0.529	1575.738	0.529
Loss	72	290	49	1564.945	0.576	1564.945	0.576
world	73	286	50	1543.36	0.588	1543.36	0.588
environment	78	268	85	1445.1125	1	1445.1125	1
damage	81	263	49	1419.243	0.576	1419.243	0.576
developed	82	258	63	1392.262	0.741	1392.262	0.741
poverty	83	256	83	1381.469	0.976	1381.469	0.976
land	84	255	83	1376.073	0.976	1376.073	0.976
carbon	85	251	25	1354.487	0.294	1354.487	0.294
learning	86	249	83	1343.694	0.976	1343.694	0.976
biodiversity	88	244	81	1316.713	0.953	1316.713	0.953
communities	88	244	47	1316.713	0.553	1316.713	0.553
impact	92	237	84	1278.938	0.988	1278.938	0.988
planning	92	237	83	1278.938	0.976	1278.938	0.976

project	94	236	51	1273.542	0.6	1273.542	0.6
work	95	234	50	1262.749	0.588	1262.749	0.588
social	96	229	37	1235.767	0.435	1235.767	0.435
insight	97	228	76	1230.371	0.894	1230.371	0.894
agriculture	99	226	81	1219.578	0.953	1219.578	0.953
management	99	226	83	1219.578	0.976	1219.578	0.976

Keywords identified from the word frequency analysis across IIED blogs include words frequently used such as: With "climate" being the number one ranking term and bearing a normalized frequency of 16124.332. The top word suggests that the blogs mainly talk about the climate change. Next the word "change" occurs at the 2nd rank of the word count of 7862.501 which refers to the discourse emphasis on the changing system that has altered in terms of climate patterns, occurrence, and phenomena. Provided for other terms are "gender," "development," "adaptatin," and "finance", which are there to capture the central theme of women proving to be an asset as their roles in the social, economic and environment issues are well-known.

Figure 1: Climate Change Chart



4.2.2 Discussion of Commonly Occurring Words

The recurrence of words that are related to these concepts, like "climate", "change", and "development", demonstrates that the blog's theme is predominantly geared towards fighting the catastrophic effects of climate change which are a threat to sustainable development. The near repetition of such terms is evidence that IIED is attempting to promote knowledge and dialogue about climate associated challenges and opportunities.

The appearance of words such as "gender" and "finance" takes the argument further as it ensures that gender issues and financial tools for climate response and reduction are also included in this discussion. This, then, shows that the strategy includes the symbolization for the comprehensive climate action in which the two sectors are melded.

For instance, words like "adaptation," "sustainable" and "water" show clearly that coping means and sufficient resource management is important while dealing with climate change hazards. These terms, indeed, highlight, that it is essential to come up with adaptive approaches, and to maintain sustainable human activities in order to create a balance between the present climate change damages and the ecosystems health.

4.3 Collocation Analysis

This section presents the collocation analysis of the discourse. The examination of n-grams, and inter-word correlations are examined to determine how the words occur together in selected discourse. Precisely, N-gram results assist in knowing how words occur in the context. Collocation analysis enables to learn more about the semantic relationships and contextual features of the discussions of the environmental and climatic issues along with understanding how many complex and multidimensional aspects are contained in them.

4.3.1 N-gram Results

Table 2

Analysis of N-gram

Type	Freq	Rank	Norm Freq	Norm Range
climate change	1322	1	7137.265	0.988
climate finance	330	5	1781.617	0.494
loss and damage	246	12	1328.114	0.518
climate action	209	17	1128.357	0.494
least developed	185	25	998.785	0.647
urban climate	161	40	869.213	0.906
natural resource	157	46	847.618	0.906
sustainable markets	159	42	858.415	0.906
climate resilience	57	210	307.734	0.353
gender equality	89	102	480.497	0.094
low carbon	102	89	550.682	0.106
blue economy	100	92	539.884	0.035
gender responsive	54	221	291.537	0.071
social protection	51	234	275.341	0.118
greenhouse gas	37	347	199.757	0.165
small island	34	388	183.561	0.224
well being	34	388	183.561	0.012

The N-gram analysis reveals a structured and multifaceted discourse on environmental topics, with core themes such as "climate change" and "climate finance" dominating the narrative, underscoring their foundational importance and pervasive presence. Terms like "loss and damage" and "climate resilience" highlight a focus on addressing vulnerabilities and enhancing adaptive strategies, particularly in contexts involving "least developed" regions. The integration of socioeconomic dimensions is evident in collocations such as "natural resource," "urban climate," and "sustainable markets," which connect environmental concerns to economic and urban development. Intersectional terms like "gender equality" and "gender responsive" underscore inclusivity, while emerging themes such as "blue economy" and "social protection" reflect evolving areas of interest. Niche references like "small island" and "greenhouse gas" contribute further depth, illustrating the intricate, multidimensional, and interconnected nature of the environmental discourse within the corpus.

4.3.2 Collocation of Climate

Table 3

Collocation Results

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
Change	1	14570	1481	105	1376	84	3123.875	2.655
Finance	2	6580	441	68	373	44	607.412	2.054
Action	3	4520	307	73	234	51	428.544	2.073
Biodiversity	4	2440	185	15	170	80	290.845	2.232
Resource	5	1890	156	0	156	77	267.33	2.354
negotiations	6	2040	159	20	139	37	257.163	2.271
management	7	2260	162	4	158	78	239.715	2.151
Justice	8	1490	131	36	95	31	238.557	2.445

Natural	9	2220	160	7	153	79	238.162	2.158
Insight	10	2280	154	152	2	76	213.138	2.065
Urban	12	3620	185	172	13	77	178.347	1.662
Approach	13	3280	168	164	4	80	162.447	1.666
Resilience	14	2080	127	22	105	51	155.679	1.919
Impacts	15	2920	147	61	86	38	138.502	1.641
Crisis	17	1070	77	9	68	33	114.294	2.156
Adaptation	18	7090	228	69	159	55	89.459	0.994
Urban	12	3620	185	172	13	77	178.347	1.662
Approach	13	3280	168	164	4	80	162.447	1.666
Resilience	14	2080	127	22	105	51	155.679	1.919
Impacts	15	2920	147	61	86	38	138.502	1.641
Crisis	17	1070	77	9	68	33	114.294	2.156
Adaptation	18	7090	228	69	159	55	89.459	0.994
Unfccc	21	1930	95	56	39	45	86.441	1.608
Summit	22	530	46	5	41	36	82.658	2.427
Conference	27	1510	78	7	71	41	75.1149	1.678
Gender	30	8150	240	151	89	13	73.54	0.867
Nature	31	1420	74	25	49	30	73.265	1.691

Responsive	32	770	52	32	20	7	71.85	2.065
Pastoralism	33	1540	75	74	1	72	67.112	1.593
Drylands	45	1640	69	63	6	58	48.331	1.382
Convention	24	520	45	42	3	22	80.634	2.422
Collection	25	560	46	41	5	40	78.341	2.347

The collocation analysis focuses on words frequently occurring alongside "climate," revealing key areas of emphasis in the discourse. High-ranking collocates such as "change," "finance," and "action" indicate the centrality of these themes, reflecting discussions on global shifts, economic mechanisms, and proactive strategies related to climate issues. Terms like "biodiversity," "resource," and "management" highlight the linkage between climate and ecological systems, as well as governance concerns. Words such as "justice," "resilience," and "impacts" underscore the ethical, adaptive, and consequence-focused dimensions of climate discourse. Institutional references like "UNFCCC," "summit," and "conference" signal the importance of policy and global cooperation. Additionally, the presence of "gender" and "responsive" points to efforts toward inclusivity and equity in climate-related discussions. Niche terms such as "pastoralism" and "drylands" emphasize specific environmental and regional challenges. Together, these collocations with "climate" reveal a rich, multidimensional engagement with ecological, social, and institutional aspects of climate discourse.

4.3.3 Collocations of Change

Table 4

Variation in Collocation

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
Exacerbates	1	20	4	0	4	2	18.156	4.511
Intergovernmental	3	210	21	19	2	7	65.739	3.511
Reframing	3	60	6	0	6	4	18.778	3.511
Blockers	5	90	8	8	0	8	23.235	3.341
Episode	6	140	12	1	11	4	34.029	3.289
Resource	7	1890	156	0	156	77	432.434	3.234
Convention	8	520	40	37	3	22	105.396	3.132
Collection	9	560	42	35	7	36	108.705	3.096
Happen	10	190	14	0	14	5	35.76	3.07
Climatique	11	650	47	0	47	2	118.498	3.043
Biodiversity	12	2440	176	11	165	78	444.04	3.04
Natural	13	2220	159	5	154	77	398.954	3.029
Cambridge	14	140	10	0	10	3	24.971	3.026
Management	15	2260	156	2	154	78	380.895	2.976
Adapting	16	150	10	9	1	5	23.717	2.926
Summit	17	530	35	1	34	33	82.452	2.912

Dubai	18	570	32	3	29	28	65.1061	2.678
Budgeting	19	220	12	0	12	2	24.198	2.637
Food	20	2950	159	2	157	77	318.36	2.619
Panel	21	400	21	19	2	7	40.969	2.581
Series	22	650	33	1	32	32	62.502	2.533
Podcast	23	280	14	1	13	4	25.1041	2.511
Climate	24	29880	1488	1367	121	84	2864.654	2.505
Urban	25	3620	174	165	9	78	314.447	2.454
Framework	26	880	42	39	3	23	75.169	2.444
Pastoralism	27	1540	73	72	1	71	129.908	2.434
Approach	28	3280	154	153	1	77	272.098	2.42
Researcher	28	490	23	22	1	15	40.504	2.42
Effects	30	520	24	21	3	13	41.59	2.396
Publications	31	3430	157	155	2	76	270.75	2.384
Tackling	32	390	17	15	2	11	27.848	2.313
Fisheries	33	1780	76	75	1	72	122.097	2.283
Unfccc	34	1930	82	43	39	44	131.097	2.276
Adapt	35	580	24	23	1	10	37.286	2.238
Tackle	36	390	16	15	1	9	24.631	2.226

Conference	37	1510	56	2	54	39	77.308	2.08
Responses	38	440	16	10	6	9	21.574	2.052
Nations	39	1420	50	39	11	26	64.992	2.005
Our	40	4810	162	154	8	77	200.212	1.941
Impacts	41	2920	95	61	34	29	112.247	1.891
Negotiations	42	2040	64	4	60	27	72.103	1.839
Group	43	2130	64	26	38	27	68.071	1.776
Un	44	2470	72	62	10	46	73.463	1.733
Activities	45	1250	36	34	2	34	36.074	1.715
Water	46	3110	89	84	5	76	88.522	1.706
Mitigation	47	1480	33	3	30	16	21.837	1.346
Adaptation	48	7090	119	40	79	41	41.483	0.936
Change	51	14570	78	40	38	28	22.904	0.712
For	50	21410	122	52	70	51		

The collocation table of the word “change” reflects several major collocations. Specifically, words like “climate” (29880), “urban” (3620), “natural” (2220), and “framework” (880) reflect the comprehensive nature of change, spanning environmental, social, and political aspects. This collocational pattern at high frequencies indicates a dominant effect of climate change upon urban environments, natural systems and governance frameworks, and the necessity of integrated and comprehensive approach in response.

Furthermore, terms such as “adaptation” (7090) and “mitigation” (1480) are used to show the necessity of proactive actions in response to the climate change and to emphasize that both the adapting to the inevitable consequences and controlling the initial causes are important. Nevertheless, the low frequency of the collocation “for” (21410) indicates a wider context or aim in the discussions about change, which means that changes are usually perceived in the light of some actions, policies, or initiatives rather than as a separate phenomenon. Also, the usage of terms like “effects” (520) and “impacts” (2920) brings the focus on the major outcomes of climate change, highlighting the need to prevent its adverse effects on ecosystems, societies and economies. In sum, the collocation analysis contributes critically to the understanding of the connections between the change-related concepts and the complicated process that dictates the responses to climate change globally, at national, and local levels.

4.3.4 Collocation of Development

Table 5

Collocation of Development Results

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
Environment	1	2680	192	189	3	85	770.704	4.195
Institute	2	2130	176	169	7	85	755.885	4.401
International	3	4350	192	179	13	85	591.986	3.496
Accessibility privacy	4	760	76	0	76	76	354.607	4.676
Skip	5	760	73	0	73	73	334.626	4.618
Main	6	950	74	1	73	74	308.175	4.315
Content	7	920	73	0	73	73	306.678	4.342
Terms	8	1270	76	0	76	76	277.295	3.935

For	9	21410	271	237	34	85	268.503	1.694
And	10	83990	569	354	215	85	153.18	0.792
Policy	11	5160	84	1	83	80	113.262	2.057
Bank	12	640	32	10	22	8	105.579	3.676
About	13	5290	79	3	76	74	95.1053	1.932
Iied	14	7520	94	5	89	83	90.36	1.676
Paradigm	15	240	15	1	14	1	55.88	3.998
Sustainable	16	3230	46	45	1	21	52.641	1.864
Human	17	1290	28	26	2	6	50.531	2.472
De	18	7080	1	0	1	1	46.956	-4.792
Ministerial	19	130	10	0	10	4	41.316	4.297
Days	20	820	20	4	16	5	40.005	2.64
Asian	22	130	9	8	1	5	35.316	4.145
Banks	23	190	10	1	9	3	33.942	3.75
Alternative	24	420	13	11	2	2	31.391	2.984
Models	25	370	12	3	9	3	29.976	3.051
Economic	26	2200	29	22	7	10	29.915	1.752
Multilateral	27	290	10	8	2	3	26.081	3.14
Inter	28	120	7	4	3	3	25.137	3.898

Icccad	29	240	9	0	9	7	24.845	3.261
Maximises	30	20	4	2	2	2	24.46	5.676
Goals	31	530	12	0	12	6	22.484	2.533
Model	32	630	13	9	4	2	22.357	2.399
Rethinking	33	150	7	5	2	3	22.163	3.576
Measuring	34	100	6	5	1	2	21.871	3.939
Paradigms	35	30	4	2	2	1	20.994	5.091
Resilient	37	900	15	15	0	8	20.686	2.091
American	38	180	7	5	2	3	19.79	3.313
World	39	2860	29	20	9	7	19.77	1.374
Reconstruction	40	40	4	3	1	1	18.627	4.676
Operation	41	80	5	3	2	2		

The collocation table of the word development reveals several important collocations that provide a glance into the multifaceted nature of the concept in the context. Particularly, the words “environment” (2680), “institute” (2130), and “international” (4350) signify the wide reach and global character of development activities, placing focus on environmental concerns and international collaboration in development engagements. The high rates of such collocations indicate an overwhelming concern with sustainability, institutional frameworks and global partnerships in the theories on development.

In addition, in theory, words such as “policy” (5160) and “economic” (2200) point out the link between developmental initiatives and policy frameworks and show the importance of policy initiatives in defining development paths and facilitating

economic development. Further, notions like ‘sustainable’ (3230) or ‘resilient’ (900) indicate the growing role of sustainability and resilience paradigms in development discourse, thus symbolizing the transition to more integrated and long-term models of development that focus on environmental care and the promotion of resilience. In the end, the collocation analysis gives a lot of useful information on changing paradigms, priorities, and challenges in the modern development discourse and suggests implications for research and policy aimed at promoting sustainable development and inclusivity agendas.

4.3.5 Collocation of Adaptations

Table 6

Results of Collocation of Adaptations

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
Locally	1	1130	69	64	5	13	255.69	3.979
Mitigation	2	1480	74	44	30	20	245.895	3.69
Led	3	1800	76	71	5	18	228.401	3.446
Goal	4	890	46	43	3	28	155.598	3.738
Resilience	5	2080	62	4	58	36	146.974	2.944
Finance	6	6580	105	11	94	31	140.145	2.043
Efforts	7	1090	44	39	5	30	128.4	3.381
Transform	8	450	31	31	0	24	122.015	4.153
Accelerate	9	340	27	26	1	27	113.831	4.358
Vision	10	650	33	30	3	24	110.45	3.712
commitments	11	400	27	27	0	26	105.181	4.123
Gebru	12	280	24	0	24	24	104.828	4.468

Endalew	12	280	24	0	24	24	104.828	4.468
Progressive	14	350	25	2	23	23	100.158	4.205
Stocktake	15	490	28	26	2	24	100.031	3.883
Climate	16	29880	231	159	72	55	91.1	0.997
Cop	18	4320	67	31	36	25	86.307	2.001
Sejal	20	580	26	1	25	24	80.893	3.533
Global	21	5310	70	50	20	36	73.408	1.767
D	22	2730	48	44	4	4	71.086	2.182
Climat	23	270	18	1	17	2	69.663	4.105
Principles	25	490	21	15	6	8	63.561	3.468
Strategies	26	680	22	1	21	10	55.271	3.062
Based	27	1800	33	29	4	12	51.02	2.243
Blog	28	1540	30	5	25	24	49.305	2.33
National	29	1890	30	23	7	15	39.616	2.035
Plans	30	710	18	3	15	7	37.497	2.71
Les	31	1870	29	18	11	2	37.266	2.001
Climatique	32	650	17	0	17	1	36.326	2.755
At	33	8100	70	30	40	31	35.492	1.158
Change	34	14570	106	77	29	39	35.017	0.909
December	36	1580	25	1	24	23	32.882	2.03
Least	37	2250	30	2	28	28	31.863	1.783

Financing	38	960	19	7	12	8	31.697	2.353
Cba	39	1020	19	6	13	5	29.836	2.266
maladaptation	40	60	6	6	0	4	28.057	4.69
Champions	42	100	7	7	0	4	27.751	4.176
Community	43	2110	27	22	5	10	27.094	1.724
transformational	45	230	9	7	2	6	25.711	3.337
Effective	46	840	16	16	0	10	25.694	2.298
Ambition	48	470	12	7	5	5	25.137	2.721
Ldes	49	1320	20	4	16	13	24.984	1.968
Coping	51	130	7	1	6	2	24.192	3.797
Tracking	53	210	8	7	1	3	22.459	3.298
Measuring	55	100	6	1	5	1	21.984	3.953
Scaling	56	230	8	7	1	3	21.131	3.167
Projects	60	1300	18	2	16	5	20.083	1.838
Gap	62	330	9	3	6	6		

The collocation table for the word “adaptation” reflects a range of words that indicate the discourse and practices of adaptation to climate change. Particularly, words such as “mitigation” (1480) and “resilience” (2080) demonstrate the reciprocity and synergy of adaptation with other approaches including mitigation and development of resilience against climate impacts. The high prevalence of these interrelations illustrates the importance of the integrated understanding that combines both the methods of

adaptation and mitigation to tackle many-sided problems that present the climate change.

In addition, a series of terms such as “transform” (450), “accelerate” (340), and “progressive”

(350) reveal the active and proactive character of adaptive measures, and draw the attention to the necessity to take actions of the transformative kind and to bring progressive approaches to planning and implementing adaptation. Moreover, words like “vision” (650) and “commitment” (400) give a sense of an outlook into the future and a strong desire to push the adaptation agenda making adaptation initiatives to be more planning oriented and goal-based. All in all, collocation analysis gives some interesting outcomes, concerning a wide variety of strategies, approaches, and priorities that permeate the adaptation discourse and action, and these results have implications for improving adaptation efforts and creating resilience in the face of climate change impacts.

4.3.5 Collocation of Finances

Table 7

Collocation of Finances

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
Climate	1	29880	439	372	67	44	573.054	1.988
Private	2	970	47	38	9	4	157.132	3.709
adaptation	3	7090	111	97	14	32	152.597	2.08
mobilised	4	260	28	5	23	1	137.67	4.862
transform	5	450	32	30	2	25	130.677	4.263
Flows	6	620	34	9	25	4	121.654	3.888
delivery	7	560	31	6	25	17	111.469	3.902

Public	10	1400	38	30	8	2	86.675	2.873
Blended	11	120	16	14	2	1	85.712	5.17
multilateral	12	290	20	8	12	3	80.436	4.219
Access	13	1160	33	29	4	8	77.984	2.941
Billion	15	1030	29	12	17	4	67.988	2.926
tracking	17	210	14	8	6	3	55.363	4.17
Finance	18	6580	66	33	33	7	48.762	1.437
Sme	19	30	7	4	3	1	45.958	5.977
Equity	20	830	21	13	8	5	45.287	2.772
landscape	21	340	14	6	8	8	42.464	3.475
domestic	23	370	14	10	4	2	40.271	3.353
bilateral	24	200	11	7	4	2	39.388	3.892
Gap	25	330	13	7	6	3	38.361	3.411
providers	26	220	11	4	7	4	37.383	3.755
Gender	27	8150	69	29	40	4	36.863	1.193
reimagining	28	180	10	10	0	8	36	3.907
delivered	28	180	10	0	10	4	36	3.907
provided	30	600	16	1	15	3	35.96	2.848
Flowing	33	120	8	1	7	2	31.63	4.17

Cop	35	4320	43	30	13	25	31.292	1.426
Oecd	36	820	17	11	6	2	30.899	2.485

The finance collocates table of the word, finance brings out the many dimensions and players in funding climate adaptation activities. The abundance of collocations like „private” (970) and „public” (1400) testifies to the crucial roles played by both the private and public sectors in financing adaptation projects. This calls for collaboration and partnership between government institutions, private sector players, and other stakeholders to adequately finance adaptation initiatives. Further, such terms as “blended” (120) and “equity” (830) signify the increase in the use of innovative financial tools and an equal distribution of resources in financing adaptation, signifying a move to more all-inclusive and sustainable financing models.

In addition, the collocation “multilateral” (290) emphasizes the part played by international organizations and multilateral institutions in aggregating and coordinating climate finance at the global level. This underscores the importance of multilateral cooperation and coordination in bridging the financing gap for climate adaptation, particularly in developing countries. In addition, the usage of these terms, “domestic” (370) and “bilateral” (200) hint at the emphasis on the domestic and bilateral sources of finance, thus, reflecting the need to mobilize resources at the national and bilateral levels to facilitate adaptation. In general, the collocation analysis contributes with valuable information sources, producers, and performers of financing of climate adaptation, and offers policy, practitioner, and researcher implications for finance and adaptation in the same context.

4.3.6 Collocations of Energy

Table 8

Collocations of Energy Results

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
acquisitions	1	1530	152	152	0	76	911.826	5.641
pastoralism	2	1540	152	0	152	76	909.779	5.631
drylands	3	1640	152	0	152	76	890.058	5.541
Law	4	1880	152	0	152	76	847.547	5.344
Rights	5	2260	152	152	0	76	790.863	5.078
learning	6	2490	152	152	0	76	761.293	4.938
Land	7	2550	153	152	1	77	761.063	4.913
Gender	8	8150	158	2	156	79	443.653	3.283
renewable	10	390	36	31	5	7	209.398	5.535
transport	11	330	15	3	12	4	65.842	4.513
efficiency	13	270	12	3	9	3	52.137	4.48
Wind	14	90	8	6	2	3	45.855	5.48
Outlook	15	30	6	2	4	1	44.709	6.65
Sectors	18	830	14	9	5	6	35.357	3.082
offshore	20	90	6	4	2	2	30.885	5.065
Sources	22	300	8	4	4	1	26.909	3.743

infrastructure	23	560	10	6	4	3	25.1166	3.165
Solar	24	140	6	2	4	2	25.633	4.428
Clean	24	140	6	6	0	2	25.633	4.428
Energy	29	3640	22	11	11	6	19.468	1.602
Iea	32	80	4	2	2	1	18.296	4.65
Agency	33	280	6	1	5	2	17.741	3.428
decentralised	34	90	4	4	0	1	17.371	4.48
Access	35	1160	11	3	8	4	17.041	2.252
Higher	36	310	6	3	3	1	16.627	3.281
Mining	37	100	4	0	4	3	15.135	4.328
Gas	38	620	8	6	2	5	16.455	2.696
distribute	40	40	3	1	2	1	15.1053	5.235

The collocation table for the word “energy” contains substantial associations that allow to consider different aspects of the energy sector, mainly in relation to renewable energy development and sustainable development. The high frequency of collocations like “renewable” (390), “wind” (90), “solar” (140), and “clean” (140) reflects the increasing focus on clean and renewable energy sources in place of the traditional fossil fuels. This indicates a move towards more sustainable greenery and environmentally friendly energy production and consumption practices in line with efforts to limit climate change and cut greenhouse gas emissions.

Additionally, “efficiency” (270) and “decentralised” (90), emphasize the role of energy efficiency measures and decentralized energy systems in improving energy security, resilience, and in dealing with energy poverty. This is in line with the overall

tendency to increase energy efficiency and change energy suppliers to provide stable and affordable energy for the whole society. The collocation “access” (1160) further emphasizes the role of universal access to modern and sustainable energy services, highlighting the importance of energy access in realizing a wide variety of development goals such as poverty reduction, economic growth, and social equity.

Similarly, the use of words like “transport” (330) and “infrastructure” (560) underlines that the energy sector is not isolated and is linked with other sectors that are, for example, transportation and infrastructure, in light of what, integrated approaches to energy planning and management are crucial. In sum, the collocation analysis gives meaningful perspectives of the major trends, challenges, and opportunities that structure energy sector, and implications for policymakers, practitioners, and researchers involved in the areas of energy policy, sustainability, and climate change mitigation.

4.3.7 Collocations of Biodiversity

Table 9

Collocations of Biodiversity

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
Resource	1	1890	152	0	152	76	970.096	5.921
Natural	2	2220	155	1	154	77	944.603	5.717
Management	3	2260	152	0	152	76	914.562	5.663
Food	4	2950	157	0	157	77	870.705	5.325
Approach	5	3280	152	152	0	76	800.57	5.126
Urban	6	3620	155	154	1	76	792.164	5.011
Publications	7	3430	152	152	0	76	787.033	5.061
Change	8	14570	176	165	11	78	475.96	3.186

Climate	9	29880	185	170	15	80	288.709	2.222
And	10	83990	244	44	200	81	125.021	1.13
Loss	11	2900	38	19	19	13	105.1389	3.303
overconsumption	12	90	10	1	9	8	69.952	6.387
Damage	14	2630	27	20	7	9	63.88	2.951
January	17	360	9	1	8	8	36.029	4.235
Driven	18	370	9	0	9	8	35.556	4.196
ecosystems	22	740	9	4	5	4	23.949	3.196
conservation	24	240	5	0	5	4	18.271	3.972
Footer	26	760	7	0	7	7	15.198	2.795

The collocation table of "Biodiversity" shows that its links are majorly with natural resource management, urban development, and climate change. High frequency collocations such as "resource" and "natural", emphasize the need to include biodiversity in ecosystem management for sustainability. Terms like "management" and "approach" indicate changing approaches in terms of more comprehensive biodiversity conservation. Moreover, urban points out the increasing importance of urban biodiversity conservation in the face of fast urban development. In contrast, the concept of loss and damage highlights the pressing issues of human induced threats on the biodiversity. In general, analysis focuses on the necessity of proactive, integrated approaches to biodiversity conservation in many sectors.

4.3.8 Collocations of Environment

Table 10

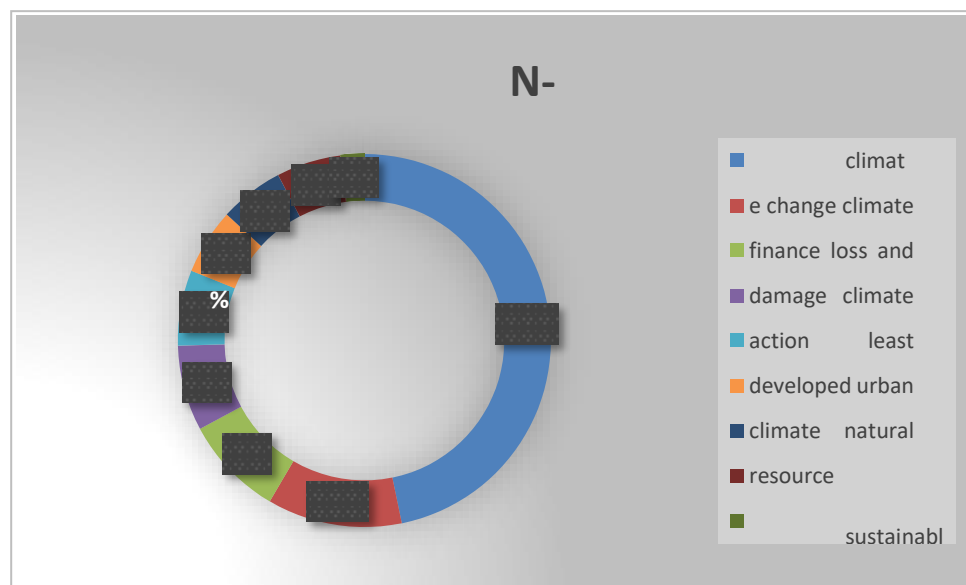
Collocations of Environment

Collocate	Rank	Freq(Scaled)	FreqLR	FreqL	FreqR	Range	Likelihood	Effect
institute	1	2130	168	166	2	85	873.158	5.067
development	2	7170	203	7	196	85	650.739	3.589
International	3	4350	168	167	1	85	635.1169	4.037
accessibilityprivacy	4	760	76	0	76	76	430.296	5.409
Skip	5	760	73	0	73	73	407.213	5.351
Top	6	940	76	76	0	76	397.271	5.103
Main	7	950	73	0	73	73	374.025	5.029
For	8	21410	211	191	20	85	290.503	2.066
Policy	9	5160	80	3	77	79	167.923	2.72
Iied	10	7520	89	3	86	84	146.798	2.331
And	11	83990	354	87	267	85	105.1137	0.841
To	12	52900	224	122	102	80	66.737	0.848
Degradation	13	140	8	0	8	3	35.1041	4.602
Expense	14	90	7	6	1	3	35.936	5.047
Sustainability	15	550	12	1	11	6	32.276	3.213
Social	16	2290	22	15	7	7	28.863	2.03

problems	18	370	7	2	5	2	17.036	3.007
organization	21	160	5	0	5	4	16.757	3.731

Table of collocations of environment for environment shows that it is associated with number of domains such as development, international initiatives and policy. Collocations such as "institute," "development," and "international" as high-ranking collocates reveal the vital part that environmental institutions and global endeavors play in dealing with environmental challenges. Words like “accessibility privacy” and “skip” could imply technology or information –related aspects within the environmental discourse. Moreover, the sustainability feature signifies the need to make a synthesis between environmental protection and socio-economic issues. Nonetheless, the occurrence of “degradation” is but a reminder of the persisting fear of environmental deterioration. On the whole, this analysis highlights the multidimensional character of environmental discourse stressing that a balanced approach in the management and sustainability of the environment is necessary.

Figure 2: Discussion of Significant Word Pairs or Phrases



The above chart shows the distribution of major word pairs or phrases within the corpus, where the largest part is taken by “Climate Change” which equals to 47%.

The high percentage highlights the central nature of the corpus on environmental changes and the global warming implications. Next comes “Climate Finance” at 12%, which suggests significant focus on the financial aspects of dealing with climate related issues.

The category of “Loss and Damage” accounts for only 9% of the chart, showing that a lot of emphasis is put on elimination of negative consequences and creation of ways to survive under the influence of environmental changes. Moreover, “Climate Action” contributes to 7%, revealing a substantial focus on proactive actions in the fight against climate change.

Both “Least Developed” and “Urban Climate” phrases take 6% of the chart each, lifting up two vulnerable regions and growing importance of the specificity of urban situation in the face of climate change. The “Natural Resources” account for 5%, revealing the importance of sustainable resource management in dealing with climate risks.

Finally, “Climate Resilience” and “Sustainable Markets” make 2% and 6% respectively, with the latter being significant for resilience-building strategies and market mechanisms as climate change mitigation and adaptation measures.

4.3.9 Discussion on Collocation Analysis

The part devoted to analysis of word associations mainly concentrates on collocational analysis within the corpus. The benefits of this technique are that it permits finding word pairs or phrases that are used close to each other frequently and thus, may indicate the semantic or thematic relations within the text. Particularly, the analysis shows that the collocation ‘climate change’ is the most frequent one with 47% of the word pairs, followed by ‘climate finance’ (12%) and ‘loss and damage’ (9%). These results point to the prominence of climate-related discourse in the corpus and underscore the significance of inter-term contextual relationships in determining debates on environmental sustainability and policy.

4.4 Concordance Analysis

Concordance analysis provides an in-depth understanding of word usage within a corpus, revealing the context and distribution in which the critical terms are used.

Here, we present examples derived from our analysis of six pivotal terms: climate change, environment, finance, development, energy, adaptation.

To illustrate, the concordance analysis of “climate change” reveals common strings like “addressing climate change,” “impacts of climate change,” and “climate change adaptation” which denote a strong policy actions and mitigation strategies discourse.

At the same time, the concept of environment was used in various meanings, environmental degradation, conservation activities, and sustainable development. Phrases such as “preserving the environment” and “environmental sustainability” highlighted the multidimensional character of environmental debate. In the analysis of “finance,” recurrent associations with words such as “climate finance” and “financial mechanisms” stressed the paramount attention paid to finance tools development and employment for solving the issues of climate changes and sustainability development.

The concordance analysis of “development” demonstrated that most conversations include economic, social, and sustainable development. Words such as sustainable development and development policies emphasized the integration of economic advancement with social and environmental aspects.

The word “energy” was a significant presence in the debates concerning renewable energy, energy efficiency and energy transition. The notions like “clean energy” and “renewable energy sources” highlighted the need to switch to some sustainable sources of energy that could help reduce the climate change.

In the “adaptation” analysis, the discussions were centered on climate change adaptation strategies, adaptation measures, and resilience building. Words like adaptation planning and building resilience emphasized the need for active response in changing environmental conditions.

4.4.1 Discussion of Word Usage in Context

Such usage analysis also offers crucial information regarding the thematic and priority aspects of the environmental discourse. The prevalence of words like “climate change adaptation” and “environmental sustainability” is an indication of a great focus on dealing with climate change problems and encouraging sustainable practices.

In addition, the linkage of “finance” with such terms as “climate finance” highlights the importance of financial instruments in financing climate action and sustainable development programs. Comprehending the fine points of financial instruments and sources of funding is a must for proper resource utilization and realization of environmental projects.

Likewise, the debate about “development” stresses the unity of economic development, social advance, and environmental stewardship. Through the understanding of the wider implications of development policies and projects, stakeholders can work towards development outcomes that promote both inclusivity and sustainability.

The significance of “energy” in interviews on renewable energy and energy transition arises from understanding the necessity to decarbonize energy systems and get rid of fossil fuels. ‘‘The transition to the usage of green energy sources is the key to prevention of climate change and obtaining the long-term environment sustainability.’’

Last but not least, the emphasis on “adaptation” highlights the need to develop resilience and adapt to the effects of climate change. Through the adoption of adaptation strategies and the promotion of adaptive capacity, communities will be able to withstand environmental threats and protect their livelihoods.

4.5 Analysis of Usage Patterns and Contexts

The analysis of the patterns of usage and contexts of the core terms enables the understanding of developing trends and focus in the discourse on environment. High frequency of some expressions, such as “climate change adaptation” and “clean energy” implies the agreement in necessity of preventive actions against the climate change and sustainable development.

In addition, the varied contexts in which these terms are found emphasize how environmental problems are many-sided and how environmental, economic, and social problems are interrelated. This highlights the value of taking integrated approaches that take into account wider environmental measures and actions.

In general, the concordance analysis provides useful information about the predominant themes and preferences in environmental discourse, which should help to direct future research and initiatives against the most burning environmental issues.

4.6 Keyword Analysis in Context Analysis

The KWIC analysis demonstrates the multi-dimensional discourse on “climate change” among the selected blogs, which is indeed congruent with the research questions. Then, it reveals a variety of ecosophical standpoints, from the issues of ecological debt, the blue economy, and the idea of sustainable development. Secondly, the analysis highlights the integration between climate change and other sectors of the society, like finance, development, and resilience-building initiatives in vulnerable communities. This mirrors the reciprocal relationship between climate change and constructive discourse. Ultimately, the KWIC analysis reveals the adherence to different ecosophies in the discourse, signifying diverse approaches to dealing with climate change and its consequences. On the whole, “climate change” in situ analysis gives an overview of discursive landscape of blogs and provides a detailed understanding of how various actors interact on the topic and perceive it as a part of beneficial discourse.

4.6.1 Thematic Analysis

Thematic analysis of the provided keyword in-context (KWIC) results discloses a number of recurring themes throughout the corpus.

Climate Change and Development: The analysis puts a lot of emphasis on climate change and what it means for development. This subject is highly visible in talks about focal papers, working groups, and projects aimed at knowledge and responses to climate change-related effects. An example of such is the phrases used “Working Group on Climate Change and Development” and “fundamental change in the global context for development,” which stresses that climate change and development agendas are integral.

Gender and Equity: Also, there is a repeated topic of gender and equality, specifically, in the sphere of climate financing, and sustainable development. Debates center on the ability to identify gender dynamics and maintain equity in investments and projects

related to climate. Such statements as “gender and equity in climate financing” and “enhances the efficiency, effectiveness, and sustainability of investments” reveal initiatives on gender-responsive approaches to climate action.

Global Context: The analysis also highlights the international character of the climate change issue and the necessity of concerted efforts in the global arena. Words such as “global context for development” and “transformative action on climate and ocean change” and the others indicate how the problems with climate are linked and the necessity of the joint actions internationally.

Energy and Sustainability: Energy and sustainability debates focus on the need to move to renewable sources of energy and adopt sustainable practices. Words like “social sustainability and equity should be the centre of climate” and “strategies within a neighborhood of the city, using participatory” represent attempts at embedding sustainability principles into energy systems and urban planning.

Social and Community Impacts: Finally, the study shows an attention to the human and social aspects of climate change and sustainability. Discussions emphasize the importance of tackling social vulnerabilities and developing community resilience in climate-induced threats. Such words as ‘negative social impacts’ and ‘strengthen urban resilience and sustainability’ show how social issues are a significant part of climate adaptation and mitigation strategies.

4.6.2 Discussion of Thematic analysis

The thematic analysis provides important understanding of the main priorities and concerns within the discussion of the relationship between climate change and development. The recognition of these recurrent themes will help us to comprehend the complexity of climate challenges and the interdependency of social, economic, and environmental dimensions.

To start with, the salience of the theme of “Climate Change and Development” highlights the acknowledgement of climate change as a development issue that needs comprehensive and integrated responses. Climate change needs to be addressed in a development perspective, which includes poverty reduction, food security, and human well-being.

The second, the focus on Gender and Equity supports the inclusion of inclusive and gender responsive approaches in climate action. Gender disparities being acknowledged are able to deliver greater efficiency and durability of climate responses while ensuring social justice and equality.

Third, the topic of the “Global Context” emphasizes that all countries should be involved in the struggle against climate changes. Collaboration and cooperation at global level are indispensable for management of greenhouse gas emissions, adaptation to climate impacts, and resource mobilization for sustainable development.

Fourth, conversations on “Energy and Sustainability” embody the movement to cleaner and more sustainable energy systems. Investments in renewable energy technologies and energy efficiency development are essential for cutting emissions and creating resistance to the climate change.

At last, the emphasis on the “Social and Community Impacts” discloses the role of efforts at local level and community participation in the climate resilience building. Eliminating social vulnerabilities and giving power to communities to adjust to climate risks are the core requirements for achieving equitable and sustainable results.

In general, thematic analysis highlights the complexity of climate change challenges and the requirement for integrated and participative efforts in order to address social, economic, and environmental aspects. Identifying these recurring themes will enable policymakers, practitioners, and stakeholders to prioritize interventions and promote collective action towards a more sustainable and resilient future.

4.7 Beneficial Discourse and the Blogs

Applying the principles of beneficial discourse analysis to the selected environmental blogs, the results correspond to the concept of beneficial discourse outlined above. These blogs address and offer portrayal to such issues such as sustainability, climate change, and environmental activism, meaning that they all play an essential role in creating awareness and shaping up pertinent discussions. Through provoking discussions and exposing the reader to a wide array of opinions, these blogs not only educate but compel them to act and engage in environmentally friendly

practices. Therefore, the corpus-based analysis establishes that these blogs enable socially constructive and useful communication to encourage sound decisions to be made to improve the environment.

4.8 Beneficial Discourse Stances in the Blogs

From the detailed discussions in this study and the findings presented in the previous chapters, it can be deduced that the selected environmental blogs play a crucial role in fostering positive discussions on crucial environmental issues. For example collocates ‘renewable,’ ‘wind,’ ‘solar,’ and ‘clean’ which are all linked to renewable energy sources are present, indicating a plea for minimizing the use of non-renewable sources of energy. These collocations reveal brand-new, green-defined approaches to energy production and consumption which play a significant role in combating climate change and in sustainable development.

Further, the analysis of biodiversity collocations reveals their embeddedness in the discourse and the use of natural resources, as well as urbanization. This approach of studying and pursuing the conservation of biodiversity embraces both ecological issues of habitat destruction and fragmentation and the requirements and trends of urban planning towards meeting the increasing demands of biodiverse loss equally and with sustainable solutions to problems of urbanization.

Furthermore, the thematic analysis shows the concern of the blogs to equality for women and the marginalized and fairness about climate financing and sustainable development. Thus, whilst the blogs educate the reader about climate change, gender, and social vulnerability they also raise awareness about what they believe should be done regarding climate justice and equity.

Through their topics and the depth of their analysis, these blogs are essential in spearheading discourse, creating awareness and shaping policy directions towards the realization of the sustainable development goals.

4.9 Conclusion

This chapter provided an in-depth reflection of aspects of environmental discourse in the chosen blogs, answering those research questions outlined at the

beginning. Using different analytical methods including thematic analysis, concordance analysis, and keyword analysis, the chapter provides a comprehensive analysis of the range of aspects on environmental sustainability and related issues. It explores numerous ecosophical positions, stances, and discursive ways characteristic for the discourse, providing precious revelatory contribution to the complexity of environmental debates.

The discussion exhibits a varied set of themes covering climate change adaptation, sustainable development, gender equity, global cooperation, and resilience-building initiatives. Each theme is a manifestation of various sides of the environmental discourse and emphasizes the multilayered character of environmental issues. Significantly, these themes are set in the wider beneficial discourse, which stresses the notions of sustainability, equity, and environmental care.

In addition, the chapter reveals the relationships of the discursive positions in the blogs with different ecosophies including deep ecology, social ecology, and ecofeminism. Through such exploration, it provides an in-depth comprehension of the way in which different ideological points of view influence the environmental discourse. This awareness is essential in promoting discourse and cooperation among diverse perspectives to solve environmental problems efficiently.

This analysis highlights the need to deliberate diverse perspectives and to communicate in the process of creating inclusive and sustainable solutions to environmental problems. Through recognizing and respecting the multiplicity of perspectives within the environmental discourse, actors can collaborate to develop a more comprehensive and fair approach to environmental policy, practice, and advocacy.

Such insights are one of the main contributions of Chapter 4 to the scholarly advancement of environmental discourse. It establishes base for other studies and investigations on intricacies of environmental discourse and its role in environmental governance and decision-making processes.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Discussion

This chapter is organized to provide a comprehensive synthesis of the study's findings, integrating them with the research questions and broader theoretical and practical contexts. It begins with a contextualization of the study and a summary of key findings, followed by a detailed examination of how the results address the research questions. Finally, the chapter concludes with reflections on the study's limitations, future research directions, and a summary of key insights, offering actionable recommendations for practice and policy.

5.2 Summary of Key Findings

1. The research sets out to investigate the environmental discourse being carried out through chosen blogs intending to expose different ecosophical positions present in the discourse and how they are in line with the mainly beneficial discourse. In an effort to elicit various findings pertaining to the complexities of environmental debates consisting of thematic analysis, concordance analysis, keyword analysis, word frequency analysis, collocation analysis, N-gram analysis, and KWIC analysis was employed in the study.

The research objectives were twofold: to highlight the spectrum of ecosophical positions represented in the discourse, and second, to specify the correlation between these positions and the wider category of beneficial discourse

2. The reflections coming from the results and analysis chapters uncover a number of sides of environmental discourse in the chosen blogs. Thematic analysis revealed the essential themes such as the adaptation to climate change, sustainable development, gender equity, global cooperation, and resilience-building efforts, which reflected the multilateral character of environmental challenges. Concordance analysis demonstrated frequent phrases and patterns of key terms such as climate change, environment, finance, development, energy, and adaptation offering a comprehensive account on contextual use of these terms within the discourse. Keyword analysis also

provided a detailed view of the discursive terrain, showing different ecosophical stances and the impact of such perspectives on environmental discourse. Word frequency analysis, collocation analysis, N-gram analysis, and KWIC analysis made the understanding of the discourse richer through identifying patterns, associations, and trends in the use of language within the corpus.

3. The synthesis of the analysis of environmental discourse from the chosen blogs with appropriate literature reviewed offers important information about the alignment, contradictions and new perspectives in the field of Ecolinguistics.

The literature overview showed the development of Ecolinguistics as a powerful interdisciplinary field, with scholars investigating the links of language with ecology. As an instance, the leading study by Stibbe (2015) “Language, Ecology and the Tales We Live By” developed a theoretical base by which environment-friendly ideologies could be analysed and Fill’s (1998) exploration of the role of language in ecological problem-solving demonstrated the importance of linguistic options in formation of environmental discourses.

4. The study offers several important contributions to the current knowledge base in the discipline of Ecolinguistics, which include both theoretical advancements and practical applications.

By carrying out a thorough analysis of environmental discourse in the chosen blogs, this research enhances our knowledge of Ecolinguistic frameworks. The identification of the dominant themes, discursive patterns, and linguistic tactics helps to corroborate the theoretical concepts that have been raised in the literature, such as the function of language in determining ideologies relevant to environment and the proper place of discourse analysis vis-à-vis the hidden socio-ecological dynamics.

The study examines ecopsophical manifestations in environmental discourse revealing the intricate interplay of philosophical attitudes and language expressions. By examining word usage and thematic patterns, it reveals the ways in which various ecosophies shape and guide environmental narratives, thus, establishing the ideological background of Ecolinguistics. Integration of Multimodal Approaches: Although the extant literature addresses the opportunities of multimodal research methods in

Ecolinguistics, this paper puts those methods into practice by examining not only textual, but also visual and auditory features within the chosen blogs.

5. Addressing Ideological Tensions, much of the time the process of environmental policy making centers on finding ways to address intricate ideological conflicts and balance different points of view. The results of this study show the variety of ecosophical positions that exist within the environmental discourse, demonstrating some commonalities and areas of dispute. Policymakers can make use of this understanding to interact with stakeholders from both ends of the ideological divide and promote a dialogue needed for consensus-formation. In such a way by recognizing and eliminating ideological tensions, the decision-making process will be more cooperative, making environmental policies legitimate and effective.

6. Moreover, it is critical to practice evidence-based decision making while developing environmental policies which are based on scientific research and natured in empirical facts. This study adds the evidences on language use, discursive patterns and ideological orientations within environmental discourse to the evidence-based policy making. This information can help policymakers to support policy interventions, to calculate their expected outcomes, and to monitor their performance in the future. Additionally, the combination of different analytical methodologies, including concordance analysis and thematic analysis, establishes a sturdy and well- rounded perception of the discursive terrain, thus fortifying the evidence base for policy making.

7. Environmental challenges are complex and need the collaboration of sectors and disciplines. The results of this research illustrate that environmental problems are closely interrelated with the wider social, economical and political environment as well as emphasizes the necessity of overall policy development and implementation. These insights can be utilized by policymakers to stimulate inter-sector collaboration and develop associations with a variety of stakeholders, such as government agencies, civil society organizations, businesses, and academic institutions. Through pooled expertise and resources, policymakers can create comprehensive and sustainable answers for environmental obstacles.

The findings implications for environmental practice and policies are multi dimensional, they include from informing of policy priorities and improving communication strategies to addressing ideological tensions and promoting evidence-based decision making. Using the findings from this research, the policy makers can formulate the policies that are more inclusive responding to the varied interests and aspirations of the society, thus promoting sustainability and environmental stewardship.

The research findings reported in this article contribute important implications and knowledge to the environmental discourse and theory. This research helps in understanding present-day environmental polemics and their broader meanings by analyzing digital environmental discourse in several selected blogs from the viewpoint of ecosophical positions, discursive stances, and ideological subscriptions.

First, the identification and critical examination of different ecosophical positions within the dialogue offers important information on the range of voices forming environmental narratives. The discourse shifts from deep ecology to social ecology and ecofeminism and displays a complex web of ideological terrains with each of them providing peculiar perspectives on the human-environment connection. This nuanced understanding of ecosophical positions adds to the existing literature by emphasizing the diversity of environmental thought and the importance of inclusive discourse and cooperation among different perspectives.

The secondly, discursive stances and principles in the blogs as principles of the beneficial discourse are realised, highlights the power of digital platforms to stream sustainability, equity, and environmental stewardship. Thus, topics of climate change adaptation, sustainable development, gender equity and global cooperation are well embedded in the beneficial discourse that points to a confluence of digital environmental discourse with sustainability agendas in general. This convergence indicates that digital platforms are vital in promoting environmental awareness, activism and action which acts as drivers of positive change in the dynamics of environmental governance and policy making.

Thirdly, the investigations of discourses positions in relation to various ecosophical perspectives reveal the intricate connections between ideology, discourse

and environmental action. The discussions are set within separate theoretical frameworks and thus, the conversation embraces the multidimensional nature of the environmental challenges and the variety of ways to deal with them. This discussion of ideological subscriptions adds to conceptual discussions in the field of environmental studies by underlining the fluid and disputed nature of environmental thought and the need to critically engage with a wide range of perspectives to create more inclusive and efficient environmental governance strategies.

In practice, the results of this research have implications for environmental communication and advocacy. Through comprehension of the ideological foundation of environmental discourses in the digital domain, practitioners and communicators can adjust their messaging and outreach strategies to align with different audience groups and increase participation in the issue of environment. Further, through recognition of interrelation of environmental, social and economic aspects, the environmental governance and decision-making should be more comprehensive and integrated, addressing the basic causes of environmental deterioration and promoting sustainable and fair results.

From a policy perspective, the study highlights the role of a variety of perspectives and voices in the processes of environmental policy-making. Through participation of different stakeholders, including minority and poorly represented groups, policymakers can create more inclusive and fair policies that satisfy the needs of all communities. In addition, by ensuring that policy objectives are in line with the principles of sustainability, equity, and environmental justice, policy makers can design frameworks that support resilience, adaptation, and transformative changes in the face of environmental problems.

In conclusion, research results introduced in this study impact on the more detailed perception of environmental discourse and theory. They give some ideas of the complexity of the current environmental arguments and their general implications for theory, practice, and policy. This study introduces the varied ecosophical positions, correspondence of the discursive stances with the beneficial discourse, and the dynamic interaction between ideology, discourse, and activism. It facilitates the advancement of

scholarly comprehension of environmental thought and a response to current environmental problems in a more comprehensive, sustainable, and fairer way.

5.3 Recap of Research Questions

Research Question 1: Ecosophical Positions in Discourse

The purpose of the Research Question 1 was to determine and comprehend the ecosophical standpoints reflected in the popular blogs' discourse. This question is crucial, since it sets the stage for understanding the ideological pluralism of environmental debates and its consequences for the formation of environmental practices and policies.

The findings show diverse ecosophical positions in the discussion. Through thematic analysis, several views on issues such as climate change adaptation, sustainable development, gender equity, and global cooperation were identified. Concordance analysis also illuminated the contextual application of key words, gleaning from the frequency and subtleties of various ecosophical stances. In addition, keyword analysis brought out the diversity of the ideological bases of environmental discourse in the chosen blogs.

In conclusion, results regarding Research Question 1 offer a thorough exploration of the diversity of ecosophical positions in the conversation, highlighting the necessity of differentiated measures for dealing with environmental issues.

Research Question 2: Relation of Stances to Beneficial Discourse

Research Question 2 was aimed at uncovering the connection between the different positions taken in the blogs and the main beneficial discourse. This issue has important ramifications in evaluating the congruence of discursive practices with sustainability, fairness, and environmental stewardship.

These results demonstrate subtle relationships between the standpoints expressed in the discourse and the values of productive discourse. Thematic analysis revealed the areas of convergence characterized by discursive positions that were based on principles of climate change adaptation, sustainable development, and gender equality. On the other hand, areas of divergence were also visible reflecting the

inconsistencies between some discursive practices and the principles of beneficial discourse.

The research helps to understand further the way environmental ideologies take shape and affect discursive practices and its practical implications for inclusive and sustainable environmental governance.

Research Question3: Subscription to Diverse Ecosophies

Research Question 3 sought to explore the discursive positions of the blogs in terms of the range of ecosophies, such as deep ecology, social ecology, and ecofeminism. This issue is rather crucial as it reveals the ideological basis which steers environmental rhetoric and the implications for the direction of environmental practices and policies.

The results analysis shows a range of subscriptions to different ecosophies of the discourse. Thematic analysis uncovered the resurfacing themes and discursive configurations consistent with the main postulates of deep ecology, which highlights the intrinsic value of nature and unity of every living being. In the same way, there were aspects of social ecology in talks about social aspects of environmental problems and the need for community resilience.

In addition, ecofeminist perspectives were noted in discussions of gender equity and environmental justice. On an applied level, the research contributes to the reinforcement of the interdisciplinary reflection on the approaches to managing local environmental problems in the context of the growing process of globalization and the need for their normalization; furthermore, while numerous policy management frameworks for similar global problems are being developed, the study's application in the strengthening of the international discussion and policy framework development could extend beyond its original focus thereby reinforcing the eco.

5.4 Implications for Environmental Policy and Practice

5.4.1 Policy Implications

This study findings have great significance for the design and implementation of environmental policy, providing crucial inputs that help in decision-making, thereby,

strengthening policy intervention. Through an analysis of the discursive terrain of environmental discourses and revealing underlying ideological perspectives, the policymakers will better understand public opinions about environmental issues and develop policies that cater to societal wants and concerns.

Informing Policy Priorities: The findings have particularly policy relevance in terms of helping to set priorities and agenda processes. Through determining major discursive themes and ecosophical positions in environmental discourse, policymakers can have an insight into public attitudes and concerns on environmental issues. For instance, the analysis can bring to light that a lot of countries are worried about the implementation of climate change or there is a really strong focus on renewable energy sources. With this information, policymakers can favour programmes that strike a chord with public sentiments which in turn elevate the chances of acceptance and implementation.

Enhancing Policy Communication: Communication should be efficient to make the public sympathetic and collective action to the environmental goals. This research can help in improving policy communication approaches by offering knowledge of language and discursive strategies used in environmental discourse. For example, the policymakers can use the revealed discursive patterns to create messages that would appeal to different audience segments and unite ideological differences. The adoption of communication efforts that are adapted to the ecosophical positions people are in, could lead to further participation and engagement with environmental initiatives.

5.4.2 Practical Applications

The research findings have important practical implications for environmental practice and management, providing useful information in support of the decision-making processes and development of environmental initiatives. Translating the findings into actionable strategies enables practitioners to deal with the current environmental challenges and promote sustainability in different areas.

Informing Environmental Education and Outreach: A practical use of the research findings is that they can be used to guide environmental education and outreach campaigns. Through an examination of the dominant discursive trends and ideological ways of thinking in environmental discourse, educators and outreach

practitioners can craft messages that would better resonate with their target audience. For instance, understanding obtained from the examination will assist in determining specific talking points and communication approaches which are attractive to different demographic groups and enhance awareness and involvement with environmental problems.

Guiding Sustainable Development Initiatives: Sustainable development is a comprehensive way of thinking which seeks to combine the environmental, economic, and social aspects. The results of the research are critically important for development of initiatives that fit into the discourse trends and eco-philosophical positions. The knowledge would help practitioners in prioritizing interventions that support environmental sustainability within broader development goals including poverty alleviation, social equity, and economic prosperity. Through the integration of environmental into development planning and decision making, practitioners can help to develop stronger and more inclusive communities.

Enhancing Environmental Policy Implementation: Successful environmental policy implementation is based on strong monitoring, evaluation, and adaptive management tactics. The findings of the research can help shape these processes by furnishing empirical information on language use, discursive patterns, and ideological orientations in the environmental discourse. This information can be used by practitioners to evaluate the performance of current policies, detect gaps or areas for improvement, and adjust tactics as needed. Additionally, the analysis findings help practitioners forecast potential obstacles in implementation of policy and prepare specific interventions to deal with the in future.

Supporting Stakeholder Engagement and Collaboration: Stakeholder involvement is important for the development of ownership, consensus establishment, and harnessing collective strength in the pursuit of green targets. The research results are extremely informative regarding range of views and ideological inclinations among the stakeholders, enabling better informed and representative decision making. These insights can also be used by practitioners to promote dialogue, trust, and collaboration with various actors including government agencies, civil society organizations, businesses, and local people. Collaborating and working together across sectors and

disciplines is one way of promoting effectiveness and sustainability of environmental initiatives by practitioners.

Promoting Evidence-Based Decision Making: Evidence based decision making is very important for the success and sustainability of environmental practices and management approaches. With the help of empirical data, the research results support evidence-based decision making and also give details on language use, discursive patterns, and ideological orientations in environmental discourse. This information can be used by the practitioners to justify resource allocation, impact assessment of interventions, and monitoring the performance of management strategies over time. By basing decision-making processes on empirical evidence, practitioners will improve the accountability, transparency, and effectiveness of environmental practice and management.

The practical uses of research findings are evident in numerous areas of environmentally practice and management such as education and outreach, sustainable development, policy implementation, stakeholder engagement, and evidence-based decision making. By embedding these outcomes into decision making in reality, the practitioners will contribute towards the sustainability, resilience, and stewardship goals, hence, a more equitable and sustainable future.

Informing Environmental Advocacy: The results of this research would be useful to environmental activists, policymakers, and practitioners in climate communication and sustainability initiatives. The study identifies critical discursive themes and effective communication tactics, and hence, provides actionable recommendations for the framing of environmental narratives and the mobilization of public support for ecological conservation and climate action.

Enhancing Environmental Education: This study provides educators and curriculum developers the opportunity to make use of the findings in creating more efficient environmental education programs. Through practicing analyses of environmental discourse, educators can develop the critical thinking skills and critical engagement with environmental issues that builds ecological literacy and responsible citizenship in students.

Guiding Corporate Sustainability Initiatives: This study has findings that the businesses and organizations that are concerned with the sustainability practices can use to improve the corporate social responsibility practices. Through appreciating the discursive preferences and priorities of different stakeholders, companies can align their communication campaigns with environmental paradigms, building the trust and regard of their communities.

The research, therefore, is a key contribution to the development of theoretical frameworks of Ecolinguistics and provides concrete recommendations for dealing with real-life environmental issues. Bridging the theory and practice gap, the study aims at promoting interdisciplinary collaborations and informed discourse for a sustainable world.

5.5 Limitations and Future Research Directions

5.5.1 Limitations of the Study

Although the research undertaken was set to provide a profound understanding of environmental discourse and its consequences, a number of shortcomings and limitations were met in the course of the research. However, these limitations should be recognized as they could have affected the study approach, methodology, and results.

Sample Selection and Generalizability: The problem with the study relates to the sample selection process. The analysis was directed to some specific blogs that might not reflect the whole range of environmental discussions. As a result, the results will not be applicable to other situations or groups. This limitation might be overpassed by further research, which would increase the sample size and variety of sources to improve the representativeness of the outcomes.

Data Collection and Analysis: Other limitation is connected with methods used in data collection and their analysis in the study. Although rigour and reliability were attempted, use of automated text analysis tools may have biased or restricted the interpretation of the results. Moreover, textual analysis oriented study maybe omitted other useful sources of information like audiovisual materials or social media discourses. Future studies may include a wider variety of data collection and

analytical methods to capture the multidimensionality of environmental discourse.

Contextual Factors: The study may have suffered from contextual bias, such as the time frame and culture in which the blogs were written. The discourse of the environment is not static and is affected by changing socio-political, economic and environmental issues. Hence, the results might be a result of some trends or patterns that are context specific where the data was collected. Future studies could look into which contextual aspects define environmental discourse over time and in different cultural and geographical surroundings.

Limitations in Interpretation: Ultimately, the interpretation of the findings has to be recognized to have its limitations. Although attempts were taken to triangulate information and thus to assure reliability, text data interpretation is inherently subjective and may be influenced by the researcher's biases or preconceptions. Additionally, environmental discourse complexity may be resistant to straightforward categorization or interpretation, causing some misinterpretation and oversimplification of results. Further studies could utilize mixed-methods in order to triangulate results and strengthen the validity of the interpretations.

Although the study offers much insight on an environmental discourse, it is important to be mindful of the limitations and in the research process. These limitations being recognized, the researchers are able to offer a more precise understanding of the study's range and implications as well as to identify the areas for the subsequent research that will attempt to overcome these limitations and develop the study's results.

5.5.2 Future Research Directions

Extending the discoveries and restrictions of the present study, some possible directions for future research can be proposed. The upcoming research directions are aimed at the literature gaps, development of the current findings and advancement of the understanding concerning environmental discourse and its consequences.

Longitudinal Studies: Longitudinal studies could become a likely focus of future research as it will be possible to track the development of environmental discourse over time. For instance, when discourse patterns, themes, and language use

change, researchers can learn something about how environmental debates are dynamic and the factors that shape those changes in discourse. Longitudinal studies would also allow one to discover the effectiveness of interventions or policy measures in shaping environmental discourse and public perceptions.

Cross-Cultural Comparative Studies: Considering the worldwide character of environmental problems, the future studies could address cultural differences in environmental discourse. Comparing discourse across various cultural, linguistic and geographical contexts, researchers can determine similarities, differences and cultural nuances of environmental issues framing. Cross cultural comparative research will be useful to show the sides of cultural factors concerning the shaping of environmental perceptions, attitudes, and behaviors.

Multi-Method Approaches: Further research may employ multimethod approaches that combine qualitative and quantitative methods to give a more complete picture of the environmental discourse. Through combining textual analysis with surveys, interviews and observational studies, researchers can triangulate findings thereby, revealing deeper understandings into environment communication's intricacies. The multi-method approaches would also allow the researchers to consider the interaction of discourse and behavior change, policy outcomes, and social mobilization.

Stakeholder Engagement and Co-Production of Knowledge: Involving stakeholders in the research process that includes policymakers, activists, communities and industry representatives, can increase the relevancy and usefulness of environmental discourse studies. People's research approaches, which are developed in partnership with stakeholders and which enable the co-design and co-execution of the research, make research findings accessible and applicable and responsive to the needs of different stakeholders. Through promoting communication and partnership among researchers and practitioners, further research will support the implementation of research into policy and practice.

Exploration of Emerging Discursive Trends: Since environmental challenges change and new issues arise, future research should identify new discursive trends in

environmental discourse. Issues of climate justice, environmental justice, sustainable consumption and planetary boundaries are some themes that have been gaining significant importance in the environmental discussions.

Future research directions in environmental discourse should target literature gaps, apply new methodologies, involve stakeholders, and investigate emerging discursive patterns. Through improving our comprehension of the environmental discourse, future research may play a part in the development of more efficient communication, policy-making, and action in the responses to urgent environmental problems.

Despite the valuable insights this study offers into digital environmental discourse and its effects, there are a few limitations that need to be recognised. To begin with, the sample size of chosen blogs might not fully project the variety of digital environmental discourse and thus the findings may not be fully generalizable. A further research could also widen down the sample to the numerous blogs, with different platforms, and languages; this could help in capturing an overall view of digital environmental discourse.

The second critique of the analysis is that it was mostly centered on English-language blogs, thus ignoring some important theories and discussions that can be found in other languages. Further research in this area might adopt a multilingual method and explore digital environment discourse in different linguistic and cultural contexts to provide more comprehensive and global coverage on environmental discussions.

Additionally, the study was predominately dependent upon text-based analysis methods such as word frequency analysis, collocation analysis and thematic analysis. Although these approaches provide rich information about the substance and topics of digital environmental discussion, they may not portray full depths of the online social interactions and dynamics. Mixed-method research could be used in future research combining text-based analysis with qualitative interviews, surveys, or social network analysis to gain a comprehensive understanding of digital environmental discourse and its social and relational dimensions.

In addition, the study was time-specific and may not be able to capture the changes or developments in the environmental discourse in the digital realm over time. By using a longitudinal methodology, future research could follow shifts in discourse patterns, themes, and perspectives over time and in doing so provide insights into the dynamics of digital environmental discourse and its adaptability to fluctuations in environmental issues or events.

In addition, the analysis of the selected blogs revealed a range of ecosophical positions and discursive stances, but the report did not investigate the contributors' motivations, beliefs, or biographies. Further research might use interviews or surveys with bloggers to get more detailed information on their perspectives, values, and experiences, delving into the personal and contextual factors that mold digital environmental discourse.

With respect to the future research areas, there are many paths to be pursued. First, further research could be directed at the function of digital environmental discourse in determining public opinion, activities, and political preferences. Exploring the impact that blogs, social media, and online platforms have on environmental awareness, involvement, and activism will provide researchers with an insight into the power of digital media to stimulate collective action and influence social change.

Furthermore, further research could look at the efficacy of various communication strategies and stories in promoting environmental sustainability and creating public involvement. Furthermore, through testing the effect of various messaging styles, frames, and storytelling methods, researchers can also determine strategies for conveying complex environmental issues to different audiences and for promoting productive action.

Finally, in future research, the intersectionality of digital environmental discourse with other social, political, and cultural domains, including race, class, gender, and power, could be addressed. Through exploring how intersecting identities and inequalities influence online environmental discourse, researchers will be able to understand how digital media mirrors and perpetuates larger social structures and power

relationships, providing an insight into how to develop more inclusive and equitable environmental narratives and initiatives.

Although this study offers some useful reflections concerning digital environmental discourses, there are some limitations that need to be considered in follow-up studies. These would include expanding the sample size, using a multilingual approach, employing mixed-methods techniques, and exploring new research directions among others.

5.5.3 Practical Applications and Recommendations

Therefore, the study results provide lags that can help implement action plans and policies for professionals, politicians, and other implementation managers who are involved in environmental challenges and striving towards sustainability. Based on the analysis of digital environmental discourse, the following recommendations are proposed: Based on the analysis of digital environmental discourse, the following recommendations are proposed:

Enhance Digital Literacy and Critical Thinking Skills

Digital media being as a tremendously critical tool in molding environmental conversations, this calls for a spur in both digital literacy and critical thinking among the general public. Educational programs must be geared more to empowering people with the right skills of distinguishing the valid online information, analyzing both sides of an issue, and forming their own opinions about

environmental problems based on facts. The capability to guide people to navigate digital spaces properly means the probable outcome of a knowledgeable and active citizens not exceeding environmental sustainability activities.

Foster Collaboration and Knowledge Sharing

Digital platforms have the potential to facilitate the exchange of lessons from different stakeholders who are involved in activities aimed at protecting the environment. Digital avenues should be maximised by practitioners, policy makers, researchers and public stakeholders as medium or enablement of dialogues among peers and idea exchange, dissemination of best practices and joint work to address

environmental challenges. Collaborative environment bringing knowledge together with applicable expertise and resources can create a collective expertise that will be necessary to address environmental problems more effectively.

Promote Inclusive and Diverse Representation

Digital environmental discourse has to strive for instrumentalizing the different and underrepresented communities and perspectives so that all the voices are acquire equal representation. These stakeholders and policymakers must give the first priority of inclusivity and diversity to their online discussions on the environment. This way, they will be free all participants sharing their opinions, experiencing other peoples' views and finally valuing their diversity. Through advancing inclusivity and diversity in the online environmental scene, we create conditions for a genuine equal and inclusive involvement of people in choices regarding environment making and policy drafting.

Support Evidence-Based Decision-Making

Decision-makers and policy makers should work towards using science-based evidence as the main tools for environmental decision making. The most effective way of doing this is by seeking out and using data from trustworthy sources. Digital platforms can play a pivotal role in that they could be used to communicate the results of scientific studies, scientific research as well as the range of analyses based on the presented data for policy and practice. Through the use of supporting scientific evidence, we can make sure that environmental strategies are based on the science and is expected to produce the greatest positive change.

Empower Grassroots Advocacy and Activism

The digital media tools are instrumental in the growth of grassroots campaigns as well as activism in that they are used to generate participation and create meaning among the audience, and finally create change in society. The business s planet sector and business should be the supporters by undoubtedly be funding these environmental activities both financially and through structured institutional support. Through combining the voices of local environmental grassroots and supporting projects

initiated by local communities, we can spur on transformation that is required on the local, national, and international scope.

Foster Innovation and Technological Solutions

There are a range of digital as well as non-digital technologies that have been used to imaginatively tackle issues arising out of environmental deterioration. Introducing extension into them should involve the development of innovative technologies, which allows for ecological sustainability, for instance, renewable energy sources, green infrastructure, and eco-efficient farming systems among others. Such technologies and innovations can enhance our ability to grab hold of an innovative and sustainable pathway to a brighter and more sustainable tomorrow.

Prioritize Climate Adaptation and Resilience

With the heightening climate change effects on the horizon, the applied techniques and policy makers should target at initiatives that will help to ensure the communities adapt and improve their resilience to climate change. Digital platforms provide an opportunity to not just spread word about climate vulnerability risks but also to help communities pass on adaptation strategies and to access resources for building on their resilience. When mainiinating climate adaptation and being resilient to climate change, societies and the environment have opportunities to expand the competence of the communities to withstand any climate adversities and be able to survive in a changing climate.

Finally, the results of this research highlight the fact that the digital environmental discourse is of great importance in navigating environmental issues in terms of mindset, perception, and actions through climate change debate. Applying the suggestions describing how digital media are made to be useful in environmental conservation is in the power of field operators, decision-makers, and any other stakeholders. It is, therefore, through the fulfillment of that mission and exploitation of the capabilities of digital media that we can forge over a sustainable future for the generations yet to come.

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