

A Corpus-Based Study of Green Discourses in UNEP:

An Eco-critical Perspective

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ABSTRACT

A Corpus-Based Study of Green Discourses in UNEP: An Eco-critical Perspective

As ecolinguistics is an emerging field, it applies different linguistic frameworks for the analysis of environmental texts, highlighting hidden ideologies. These ideologies are cognitive models that have an effect on human behaviours, and people are unaware of their effects. There is less research that investigates the global plastic pollution discourse from different nonpolitical organisations in this regard. This study explores the ecological stories that are propagated through speeches within the United Nations Environmental Programme (UNEP) by employing a corpus-based approach. For this purpose, 23 speeches were selected, resulting in a corpus of 20021 words. This study focusses on the discursive strategies that are applied within the speeches at UNEP, aiming to analyse the representation and formation of plastic pollution discourses. By using an eco-critical lens, this research has focused on the ways in which UNEP's text contributes to forming global environmental awareness and policy frameworks related to combating plastic pollution. The researcher has used a mixed-methods approach and Stibbe's (2015) analytical framework to analyse the data critically. The findings reveal that grasping the green discourses that are propagated within the UNEP is important for understanding the global environmental narrative and speeding up the formulation of decisions that contribute to the formulation of environmental awareness and policy frameworks at the global level. By analysing UNEP's text from an eco-critical perspective and applying corpus, the research analyses the data qualitatively and supports the qualitative data with quantitative analysis as well, which shows that identity formation strategies like use of pronouns, different frames and metaphors, erasure (the void, the mask, the trace), evaluations (good or bad), conviction, salience (demonstratives, lexical choices, parallelism, etc.) have been applied in the formation of complex environmental rhetoric, which has an influence on shaping attitudes and policies effectively related to the environment.

Key words: Ecolinguistics, Green Discourses, UNEP, Eco-critical

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DEDICATION

This thesis is dedicated to my Dad and Mother for their love, endless support and encouragement inspite of the financial issues.

CHAPTER 1

INTRODUCTION

1.1 Climate Crises Dynamics

The climate crisis is increasing day by day, and multitudes of different issues have emerged that are not only from the field of physical science but also from other fields as well. Although these issues have appeared side by side, in the scientific investigation of environmental destruction, they come under the categories of ethical, philosophical, societal, morality, righteous. Such issues caused an increase in the complexity and nuance of climate change by showing that science is not the only way to solve them; in fact, the climate crises demand a more interdisciplinary, solution oriented approach. Through language, the relationship between the human system and the non-human biological system can be largely portrayed through language and ecology. These spheres are interdependent. Language is very important for our understanding of our surroundings. Through language, we express our identity and culture; it shapes our thinking and limits our behavior. The non-human natural world is also important for us, and analysing the relationship between human beings and the environment is advantageous for us. As there is a continuous transition in climate, investigating the both kinds of language in relation to the non-human world can be important for reconizing stories that shape people's connection with their ecology. Modernization has a revolutionary effect on the whole globe. With the passage of time, new cultures have appeared, due to which standards of living have improved because of the overuse of natural resources for improving their lifestyle. Consequently, many environmental issues were generated, like global warming, climate change, plastic pollution and the extinction of many environmental species because of hunting. Manfredo et. al. (2020) argue that due to modernization, there is a shift in attitudes and dominance that has replaced the idea of sustainability. Consequently, this world has become a place where humans dominate non-humans and consider them something of their own.

1.1.1 Contemporary Environment Dynamics

We live in a world that seems more complex at present than it was in the past, and this complexity is showing itself in many forms. Although our present reality has many variables that should be taken into account, it is not unfair to consider that the

number of variables involved has never changed. And they are interconnected with each other in a complex setup. Therefore, Western culture probably has failed in selecting the right lens to analyse it, and climate change and environmental problems are evidence of that claim. Hence, we can see the growing interest in the natural environment from the previous years, and the immediate solutions to those problems have been emphasized greatly by the scientists and climatologists. Besides, science and the currently-born environmental humanities have shown not only the role that humanity can play in tackling current issues but also the worth of employing a multidisciplinary approach to investigate and confront them. Undeniably, the relationship between human beings and the natural environment has an important role in the present situation. Chawla (2001) argues that this relationship includes two different kinds of reality: one is objective, which represents nature's own, and the other is cognitive, which is associated with humans. Hence, the second is a modification of the first through language. And this is evident in the operationalization of human cognitive capacity. According to this theorist, these environmental problems are the result of the relationship between our perception of the environment and the natural environment itself, so these two angles of reality mould our world. So, the application of the multidisciplinary approach to confronting environmental problems is seen as feasible and good by researchers and theorists; the natural sciences can investigate the objective dimension of reality, and the cognitive dimension can be investigated through the social sciences and humanities.

1.1.2 Linguistic Environmental Implication

Through language, we convey ideas of either destruction or protection of nature through a series of meaning-based linguistic choices. However, the people who claim that they are safeguards of the environment, in fact, often use language that is in favour of the destruction of the environment instead of protecting it, and even they are not willing to change this exercise (Schultz et. al., (2001). Schultz et. al. (2001) analysed three linguistic devices that are subtly in favour of commercial application of the environment. The words 'develop' or "resource" had an exploitative meaning. The second is the application of euphemism: the use of pleasant nouns for unpleasant things, and an example of this noun is 'global warming', which has negative use in this context but the word 'warm' has a positive connotation in English. It means linguistic diversity can present alternative solutions to the current ongoing

environmental issues through discourse, so its preservation is important for the entire world. This causes a conceptual reunion between human society and the non-human natural world to address new ways of thinking that put humans in the present ecological crisis.

1.1.3 Ecolinguistics: Definitions and Perspectives

It is important to note that there are many different definitions and explanations of the term ecolinguistics. Ecolinguistics is an emerging type of field, and from its beginning until that time, it has had different conceptions for different scholars. Some see it as a decline in linguistic diversity. For some, it means the study of the relationship between human discourses and the natural world. Ecolinguistics investigates the relationship between language and ecology and highlights the interdisciplinary nature of the linguistics field. This field was first introduced by Einar Haugen in his work titled “Ecology of Language.” In an ecolinguistics sense, the language and the speaking community of it live an organised way of life with other organisms. The language is employed to express, represent, portray, and represent the symbolic-verbal reality in the environment, both the physical environment and the socio-cultural environment. Yina Wu (2018) opines that ecology has become the central issue of the 21st century, and Dash (2019) opines that the world is facing alarming crises, which are in fact a threat to the existence of humans. The only remedy in this case is the connection between nature and people. He further tried to prove that ecolinguistics is the science of the 20th century. Einar Haugen in 1972 was the first to show the need for ecological study of the language, besides linguistic study of ecology (Dash, 2019, p. 380). In “The Ecology of Language,” he defines the relationship between language and its environment, and he assures that language is a part of the larger environment.

1.1.4 Stibbe on Ecolinguistics

Arran Stibbe is one of the major pioneers and shapers of ecolinguistics. He is considered a convener of the language and ecology forum. He defines ecolinguistics as the explanation of “the studies of language interaction and diversity, analysis of sign posts, etc., texts that are produced about the environment.” Hence, ecolinguistics includes ecological dimensions and ensures environmental stability (Dash, 2019, p. 381). In this regard, ecolinguistics has two main purposes, namely, firstly, to develop

linguistic theories that consider humans not only a part of society but also part of larger ecosystems on which life depends. Secondly, linguistics is employed as a major address to ecological problems, from climate change to biodiversity and climate justice. (Dash, 2019, p. 382). Arran Stibbe (2015) opines that humans have an important role in their links to each other, to other organisms, and to the environment. Language has an influence on the way humans think about the world, or rather, whether they save or destroy the ecosystem on which their lives depend (Stibbe, 2012, p. 418).

Stibbe opines that ecolinguistics “questions the stories that lead us to ecological devastation, weaken linguistic diversity, and present positive substitute stories that we live by. It is different from other branches of linguistics as it focuses on the ecological context, language ecology, stable growth for a green globe, and harmonious coexistence of all beings. It investigates texts or discourses from an ecological perspective. Moreover, it offers frameworks, tools, and techniques that no other linguistic branch has ever presented (Stibbe, 2014, p. 118).

It is an emerging branch of linguistics that finds out the role of language in the development and possible remedies for ecological and environmental issues (Dash, 2019, p. 381). It means that ecolinguistics analyses any discourse from a critical angle. It does the analysis of the vocabulary, the styles in which ideas are presented, and the dimensions in which the ideas affect the environment. Stibbe argues that advancement in ecolinguistics during the period of history is the consequence of advancements in the economic, social, cultural, and religious systems that are highlighted and analyzed. (Stibbe, 2012, p. 420).

Stibbe divides ecological discourse into three types: beneficial discourse, ambivalent discourse, and destructive discourse. This analysis is based on ecolinguistics. As applied linguistics in nature, ecolinguistics generates theories that investigate the relationship between language and ecology. Ecolinguistics includes many dimensions (climate change, new practices for restraining language death, cultural or environmental degradation). which highlights the scope of ecolinguistics.

Ecolinguistics employs linguistic models to discover hidden ideologies, or “the stories we live by” (Stibbe, 2015, p. 3). These stories have a place in the minds of people and in the societies we live in. Van Dijk (2008) argues that these stories not only live in

individuals' minds but also in the individual's social cognition. Based on nature, these stories are classified into three types: beneficial, ambivalent, or destructive. To provide a solution to ecological issues, it is necessary to identify and restrict these stories as unconscious mental pictures, and it is difficult to get informed of the stories and restrain them from bringing about change in society. In the present study, the lexicon is stories applied to the ideologies that have existence in the implicit structure of the given text, and these shapes the minds of the people for behaving in a particular way towards the habitat. These kinds of stories are disseminated through the application of language, and linguistics helps in exploring them. Stibbe (2015) opines that "the linguistics of ecolinguistics is the use of strategies of linguistic evaluation to explore the stories we live by and start questioning them from an ecological dimension. (p. 9). Some of the theoretical frameworks that support finding out implicit ideologies are Critical Discourse Analysis (CDA) by Fairclough (2003), Frame Theory by Lakoff (2012), Metaphor Theory by Muller, Appraisal Theory, Identity Theory, Fact Construction, etc. The theories previously mentioned use different types of strategies to find out implicit stories. The structure of stories shapes people's behaviours towards particular entities. Stories are mental images; we can't evaluate them directly but by evaluating the language (Zadanava et al., 2021). The different stories can also be evaluated through visual images. Stibbe (2015) says that language can reduce the world to objects and resources for exploration, and the language can encourage people to respect and manage the systems that persist in life" (p. 2).

1.1.5 Corpus Linguistics and Ecolinguistics

Kennedy (2014) opines that corpus linguistics is a methodology for the evaluation of language in its application through corpora. A corpus is a larger, systemized compilation of naturally occurring language instances kept electronically.

Hence, this field answers two main questions:

What particular patterns are associated with lexical or grammatical features?

How do these patterns differ across different kinds and styles of language?

Many renowned scholars have contributed to the development of present-day corpus linguistics: Leech, Biber, Johansson, Francis, etc. Different linguists consider John Sinclair one of the most important linguists in the field of corpus. Sinclair (1999)

says that words alone have no meaning; their meanings are evaluated through their surrounding words, and this is the basis of corpus linguistics.

Here is an important point: what is corpus linguistics?

- It can't provide negative evidence.
- It can't provide an explanation.
- It can't provide all possible languages at one point.

The corpus approach has the following features:

- It is empirical in nature, and it investigates the actual pattern of language use in natural texts.
- It uses a large and organised collection of natural texts as the basis for analysis.
- It uses computers extensively for analysis.
- It is based on both qualitative and quantitative analytical techniques.

Kennedy (2014) argues that a corpus is a gathering of texts in an electronic database format. Some dictionaries that are corpora consist of structured collections of text that are large in size, and they try to be representative of a language completely. Not all corpora can be employed for linguistic research. The corpus is stored electronically, so it can be machine-readable. The electronic corpus can be the whole text or a collection of citations. Corpora are used for different goals. Which has an effect on the size, design, and nature of an individual corpus. Some current corpora are made for general public purposes. So, they can be crawled to answer the questions. To answer questions at different levels on morphology, grammar, discourse patterns, or pragmatics. Corpus linguistics is one of the emerging methodologies in contemporary linguistics. Corpus linguistics consists of authentic examples gathered and organised into corpora. It is updated continuously. It is searchable by nature. It is a searchable body of work. It was first established in 1960, and it has developed rapidly since then. No introspection can gain credence without verification through real-language stuff. The corpus is now a key element of almost all language data. A corpus has an empirical base not only for finding out the elements and structure that make the system in language but also for shaping out those systems. A corpus can be compared with other corpora to trace the variations in a particular corpus. It is also

used to explore how often lexical, discourseal, grammatical, and pragmatic features occur and where they occur. Kennedy (2014) opines that this corpus is available to all. Mainframe computers are now easily accessible with the advent of CDs, USBs, etc. Manually, it is not possible to find out, evaluate, and process a large amount of language. There is a possibility that it can be prone to error, so you can avoid these errors. We can avoid these errors by using the corpus tool to avoid errors in the evaluation of any text.

Rather, incorporating corpus development in information technology has changed the style in which we deal with corpora, in spite of employing dictionary and dictionary “slips.” Lexicographers and grammarians can use the corpus to store large amounts of data. Employing computers without much effort and easily. Corpus has a connection with the computer directly, which is important due to accurate results, best speed, complete accountability, error-free replacement, and statistical reliability. Leech (1992:130) argues that corpus studies focus on performance rather than competence and on the analysis of language in use rather than vice versa. Corpus linguistics is not a theory in nature; in fact, it is a branch of linguistics that is primarily concerned with the description and explanation of the nature, structure, and application of the language, and particularly with language acquisition, attainment, and change. Corpus linguistics has formed its own life within the discipline. Corpus Linguistics is concerned with lexis and grammar rather than the pure syntax of the language. The first group of researchers in the corpus field is the compilers, who have expertise in compiling and designing the corpus. The second group of researchers is concerned with developing analytical tools for the analysis of the corpus. They are concerned with the development of algorithms for the processing of any language and the formation of linguistic theories. The third group of linguistics is concerned with descriptive linguistics, which has the main concern with reliably describing the lexicons and grammar of a particular language. This research is corpus-based in nature, as it employs corpus data to find out the different types of stories and evaluate those stories from an ecological point of view.

1.2 Statement of the Problem

Growing environmental problems are posing a significant threat to the whole world. Many government and non-government organisations, especially UNEP, are playing an important role in addressing these crucial issues through conferences,

speeches, stories, etc., which are playing an important role in facilitating negotiations among the nations and in promoting collaboration to address global environmental challenges. In the present research, the researcher aims to explore what cognitive structures are used by the speakers at UNEP in the speeches about environment protection and to investigate how ideologies are constructed and disseminated through the speeches delivered about green discourses at UNEP to answer the following questions:

The present research holds significance as it attempts to analyse environmental awareness-promoting speeches by UNEP officials through an ecocritical lens, leading to a comprehensive analysis of the linguistic strategies employed to encourage environmental consciousness. The findings of the research may provide insights into the function of language in promoting environmental sustainability. Its findings highlight effective communicative strategies that provide directions for policymakers, researchers, educators, etc. to propagate their stance effectively.

1.3 Research Objectives

The research objectives of present research are as under:

To explore what cognitive structures are used by the speakers at UNEP in the speeches about environment protection

To investigate how ideologies are constructed and disseminated through the speeches delivered about green discourses at UNEP

1.4 Research Questions

The present research answers the following questions:

What kind of cognitive structures are used in the speeches about environment protection at UNEP?

How are ideologies constructed and propagated related to green discourses through the speeches at UNEP?

1.5 Delimitation

The data for research consists of speeches that have been delivered at UNEP. UNEP is referred to as a UN programme that is responsible for coordinating responses to environmental issues within the United Nations System. It was founded by Maurice

Strong. It brings together, on one platform, governments, NGOS, scientists, etc. to address environmental issues. The time span ranges from January 2023 to June 2023. The researcher has used Stibbe's (2015) analytical framework to analyse the data critically. Moreover, the researcher has used the corpus tool Antconc (4.2.4) for collocation and concordance analysis of the data, and in the present research corpus of 20021 words has been formed. The researcher has applied a mixed method approach in the present research.

1.6 Significance and Rationale of the study

This research holds significance as it explores the domain of green discourse within UNEP. Examining environmental awareness-promoting speeches by UNEP officials through an ecocritical lens leads to a comprehensive analysis of the linguistic strategies employed to encourage environmental consciousness. The findings of the research may provide insights into the function of language in promoting environmental sustainability. Its findings highlight effective communicative strategies that provide directions for policymakers, researchers, educators, etc. to propagate their stance effectively.

CHAPTER 2

LITERATURE REVIEW

The purpose of the study is to identify the ways in which language shapes the understanding of individuals towards ecological problems such as climate change and find out their behaviours accordingly. It also pays attention to the different kinds of ideologies, the different kinds of stories, and the linguistic sources through which they are produced. The present review gives different insights on the discourse and stories and how ecolinguistics can be applied to find out the hidden stories in any text.

2.1 Current Related Studies

Yuniawan (2018) conducted research on conservation news texts in the Indonesian mass media. The data for research was conversational news texts from Indonesian mass media (www.unnes.ac.id, Suara Merdeka newspaper, Kompas newspaper). The time span for the data was from 2010 to 2017. The research was qualitative in nature. The data was analysed using the methods of comparison and contrast. The findings showed that an ecolexicon in the form of base words, descriptive words, noun phrases, verbal phrases, and adjective phrases are used in conversational news texts in Indonesian mass media.

Asgher et. al. (2021) conducted a research on incorporating environmental education into teaching English as a second language. The data for the research was a random sample of 40 respondents. The research was quantitative in nature. To get accurate results, the responses were analysed using SPSS. The findings showed that “discussion” is a good strategy to solve issues among the students and to teach EE, but “fieldtrip” is a more effective strategy in this regard than “discussion.”

Massey (2009) conducted a research on the analysis of the construction of ecological subjectivities in Australian children’s literature. The data was a sample of Australian texts (19 picture books and 4 novels for children and adults), and the timeframe for data collection was from 1995 to 2006. The study was qualitative in nature, and a transdisciplinary methodological approach to textual analysis was used as a theoretical framework. In the thesis, more than one theory, like ecocentrism, narrative theories, visual semiotics, ecofeminism, and postcolonialism, were operationalized in the present study to analyse the data critically. The findings of the research showed

the complexities of human interaction with an environment and controlled ways of viewing privileged sociocultural and political-economic opinions related to the environment.

Malik (2022) conducted a research on an ecolinguistic study of the wildlife TV show “Meat Eater” in relation to anthropomorphism. The data for the research was from the Netflix series “Meat Eaters.” The research method was mixed-methods research. The researcher used the theories of “Erasure” (Stibbe, 2015) and “Ecopsychology” (Fisher, 2022) to analyse the data critically. The findings of the research highlighted the anthropocentric lexical choices made by the speaker, like gendered pronouns (he, she), along with anthromorphic adjectives and verbs, were used in the language of the TV show “Meat Eaters.” The present study provides a practical solution to the recognised issue through the concept of “ecosophy” by proposing the notion of harmonious relations between the natural world and humans.

Ali (2019) conducted a research on “Ecolinguistics and Systemic Functional Linguistics (SFL): Transitivity in “Climate Change in Egypt” by Ali Masria.” The data for research was “Climate Change in Egypt” by Ali Masria, Mansoura University, Faculty of Engineering, and Irrigation and Hydraulics, Scifed Journal of Global Warming, 2017. This is an article that deals with climate change in Egypt. The research method was qualitative in nature. The transitivity aspect of SFL by Halliday is used as a theoretical framework to analyse data critically. The findings of the research highlighted that serious social-political considerations should be associated with management policies in Egypt, and cooperation and support among Nile Basin countries are important to address environmental issues in Egypt.

Nasir et al. (2021) conducted a research on an ecological discourse analysis of Pakistani print media articles. The data for research was articles from Dawn Daily. The timeframe for data collection was March 20, 2017 to January 5, 2021. A qualitative research method was employed in the research. The Stibbe (2015) analytical framework was used to analyse the data critically. The findings of the study showed that ecological problems in the discourse of newspapers are referred to as ambivalent discourse, which has a main focus on degradation with an anthropocentric

dimension. The conviction and salience strategies described by Stibbe (2015) are employed to propagate desired ideologies.

Ahmad et al. (2021) conducted a research on an ecolinguistics analysis of the use of metaphor to enhance the value of products in advertisements. The data for the research came from the official websites of different multinational companies. The 13 multinational companies' advertisements were chosen based on their relevancy to the concept of metaphor. A qualitative research method was employed for the analysis of the data. An integrated model (Stibb's (2015) Model of Ecolinguistics Analysis and Lackoff and Johnson (2008) Theory of Conceptual Metaphor) was employed to critically analyse the data. The findings of the study revealed that manufacturer companies use metaphors to grab the attention of their users towards their products. Besides this, these companies assign entity qualities to their products so that they can be evaluated positively.

Mliless et al. (2018) conducted a research on an ecolinguistic analysis of environment texts in Moroccan English language teaching textbooks. The data for research was 14 texts from 7 ELT textbooks (which are taught in Moroccan high schools). A mixed-methods approach was employed to analyse the research data. This study applied content analysis to the analysis of the data. The findings of the study illustrate that excessive use of euphemism provides a hazardous reality of environmental issues in the text; the absence of agency in a text conceals the meaning of a text; and the presence of a passive voice in a text hides the original personality who is doing destruction to an environment. These findings have important pedagogical implications for the explanation of environmental sections in the ELT text.

Prastio et al. (2023) conducted a research on an ecolinguistic study: conservation practices in the discourse of the Anak Dalam Jambi tribe, Indonesia. The participants in the research were 69 members of the Anak Dalam Jambi Tribe. A mixed-method approach was used to analyse the data critically. Moreover, it applies ecolinguistic theory to analyse data. The findings of the study reveal that the conversational practices carried out by ADJT are based on four factors: biology, sociology, culture, and ideology. Moreover, these findings provide insight into safeguarding the environment and creating a harmonious coexistence between nature

and humans. These findings highlight that those factors are inseparable from the mystic beliefs of ADJT.

Quratul Ain et al. (2021) conducted a research on an ecolinguistic analysis of linguistic discourses in advertisements. The data for research was the advertisements of dairy and beverage companies on the five official websites of food manufacturing companies. The timeframe for data collection was 2019. A qualitative research method was employed to analyse the data. The data was analysed through the theoretical framework of Agenda Setting Theory and Framing Theory, using the model of ecolinguistics analysis by Stibbe (2015). The findings of the study illustrate that these stories are considered common for people, but those advertisements urge people in a clear and clearly expressed manner to think about the company's product or to buy the product.

Yuniawan et al. (2023) conducted a research on eco-lexicons in conservation news texts in mass media. The data for the research was conversational (eco-lexicon) texts as mass media on www.unnes.ac.id. A qualitative method was applied to analyse the data critically. The data was analysed through the theoretical framework of ecolinguistics. The findings of the study illustrate that exo-lexicons were found in the text, i.e., basic words, derivative words, phrases, and expressions. Those lexicons are classified into two types: biotic references and abiotic referents. These findings can contribute to various fields like linguistics, language learning, public policy, and journalism.

Nuh et al. (2023) conducted a research on an ecolinguistic analysis of climate change news in Indonesia. The data for research was a narrative representation of climate change articles on the Mongabay Indonesian website (a new site focused on environmental issues). The timespan for data collection was from 2022 to 2023. Stibbe's (2015) theoretical framework aligned with CDA was used to analyse the data. The findings show the importance of narrative, which is employed for nature conservation, to assist policy and technological advances, and to critique the environmental accountability of government institutes.

Takoudis (2023) conducted a research on the role of language in producing and encouraging the environmental frameworks and behaviors. The data for the research were articles in English and Spanish. A qualitative research method was

employed to conduct the research. The research used ecological discourse analysis to compare the linguistic structures of two different languages, like Spanish and English, through a comparative literature review. The findings of the data revealed that translations of environmental texts in Spanish were different from their English counterparts within articles in the New York Times in urgency, descriptions of agency, and usage of pronouns in the formation of ecological frameworks. The findings have significance for how ecolinguistics can be applied in future research and motivate social actions through the intentional use of language and messaging in the environmental movement.

Li (2022) conducted a research on the ecological discourse analysis of Jack London's *The Sea Wolf* from a systemic functional perspective. The data for research was Jack London's *The Sea Wolf*. A mixed-methods approach was applied for the analysis of the data. A SFL approach by Halliday was used to analyse the data critically. The findings of the research show that Jack London, in his book, criticises anthropocentrism and stops humans from destroying an environment.

Sarah et. al. (2019) studied the political and scientific dimensions of climate change using CDA. He did analysis on the speeches of Chinese President Xi Jinping and scientist Curry on climate change. The findings revealed that climate change has been represented differently in both speeches. The president employs "we" in the speech to show solidarity with the target audience. While the scientist applies "I" in the text to show her commitment to the work, the application of "I" in textuality in the speech signifies the need for global action. Whereas, the scientist quoted the other resources in her speech to show the credibility of her work.

Stuart (2018) carried out a study on the transition of climate and its related ideology. The study investigated 154 semi-organised interviews regarding the climate change ideologies of US farmers. A mixed method approach was employed for the analysis of data. Goran Therborn's (1980) model was employed to analyse the data critically. The findings of the study revealed that farmers are developing awareness regarding climate transition, but they sense some constraints in the current socio-economic setup. For participation in the mitigation of climate change, there is a need to transition the government system and the policies.

Centeno (2020) investigated the discourse of climate transition. He explored the socio-political development of the climate transition. He did the analysis of the documents generated by global organisations like the UNFCCC, COP, and IPCC related to climate change. The findings highlighted that policy formation is informed by approaches like technocratic approaches to sociological and ecological relations and anthropocentric market-based approaches. He put the focus on the justice approach to climate transition due to the status quo of climate change policy.

Ferguson et. al. (2016) investigated the climate change discourse in the CSR reports of the 24 biggest enterprises by applying the content strategy. The examination highlighted two linguistic techniques in its documents: rationalisation and differentiation. First, see climate transition as a commercial opportunity, and later shift the role to the adaptations of the participants. The reports revealed a market based solution to climate change, although it has harmful effects on humans.

Bundsgard et. al. (2019) analysed the language of Greta Thunberg's speech to find out how he framed the climate crisis with the help of language. The findings revealed that a young activist employed metaphors, deixis, and modality to lay responsibility for climate crises on policymakers and the people who possess power. Flottum (2020) argued for the climate narrative in the climate change discourse. He argued that climate narratives are basically stories that describe climate change as some kind of problem, and there is a need for action to solve this issue. He analysed the texts (IPCC and ACCESS), and it was concluded that both texts have components of problem and solution in the action form. He further highlighted that there is a deficiency of information regarding climate change, and the relationship between political and scientific knowledge is not clear when discussing climate change. He calls for investigating the language and discourse to grasp the climate narratives (p.14).

2.2 Green Discourses

Yuniawan (2017) maintains that environment-based discourse, including all its manifestations (oral and written forms), is called green discourse. The utilisation of lingual units in any green discourse has an effect on the sense and logic of the people present in the discourse, i.e., speakers, writers, and readers. What is saved in their cognition has an effect on their actions and attitudes related to the environment. There

are two conditions: if the green discourse is beneficial, then their attitudes and behaviours related to the environment will be constructive. Conversely, if the green discourse is destructive, then their attitudes, actions, and behaviours related to the environment will be exploitative. This is why critical ecolinguistics in discourse is presented as a form of prospective eco-linguistic analysis. In eco-linguistics, green discourses refer to different arguments, narratives, and conversations that focus on the relationship between the environment, literature, and environmental issues. These discourses raise awareness and encourage eco-friendly behaviours through linguistic intervention and analysis. In the present research, “green discourses” refer to the use of communication strategies and language to encourage environmental consciousness among people. By conducting an ecocritical analysis of UNEP’s environmental awareness-promoting speeches, the researcher has investigated what types of linguistic strategies have been employed to communicate the desired message. This study delves into exploring how green discourses shape public mindsets for the sustainability of an environment.

2.3 UNEP (United Nation Environment Programme)

UNEP is referred to as a UN programme that is responsible for coordinating responses to environmental issues within the United Nations System. It was founded by Maurice Strong. It brings together, on one platform, governments, NGOS, scientists, etc. to address environmental issues. UNEP is an effective global authority related to the environment. Its main mission is to inspire and make people aware of the need to improve life’s quality without making compromises. In the previous 50 years, it has worked with civil society, NGOS, and the private sector to solve problems related to the environment, from restoring ozone depletion to promoting a green economy all over the world. It is playing an effective role in finding out the root causes of the triple planetary issues: climate change, nature and biodiversity loss, etc. It is strengthening and monitoring the law-related environment and presenting the proof-based data to aware related institutes for policy decisions. It supports 193 countries in achieving sustainable development goals and harmony with nature. It works in the following domains:

- Air
- Biosafety

- Disasters and conflicts
- Energy
- Environmental rights and governance
- Extractives
- Forests
- green economy
- Oceans and seas
- Resource efficiency
- Sustainable Development Goals
- Technology
- Transport
- Water
- Youth, education, and environment.
- UNEP has an important role in relation to green discourses, which are given below:
- UNEP is an international platform for discussing and propagating green discourse.
- UNEP conducts research and informs the green discourse.
- Through training programmes, workshops, and conferences, it empowers individuals to be active participants in green discourse.
- It cooperates and develops relations with other organisations, stakeholders, NGOs, and academia to promote green discourse.
- It employs many communication techniques to disseminate information, encourage awareness, and promote green discourse among the target audience through campaigns on social media, print media, etc.

2.4 Ecocriticism

Heise (1997) opined that ecocriticism is defined as a branch of literary criticism that explores the relationship between literature and the environment. It investigates the ways in which literary works highlight environmental issues and how these works contribute to shaping a particular attitude towards the environment and nature. This field encourages the use of literature as a powerful tool in education and environmental advocacy. Ecocriticism, or “green” criticism, is one of the latest interdisciplinary-based fields to emerge in literary and cultural studies. Ecocriticism has an important role in analysing the role that language plays in shaping the minds of people at a specific historical moment, examining what value is assigned to it and why, and examining the way in which relations between nature and humans are attacked. It explores how nature is depicted literally or metaphorically in specific literary or aesthetic genres. The ecocritical analysis analyses how specific history based ideas of nature, and specifically literary and artistic constructions of them, have shaped the minds of people related to the environment. Hence, the main purpose of the ecocriticism is to analyse the text in regard to how the language has been employed to produce any green text.

2.5 Discourse of Climate Change

Climate change has become a serious global problem. It is not only affecting humans but also other humans as well. But there are some countries that are suffering greatly in this regard due to a lack of resources (Adger et al., 2001; Hovden & Lindseth, 2004; Thomas & Twyman, 2005). Dreher and Voyer (2015) also speak about social injustices. They say that the developed countries emit a large quantity of dangerous gases as compared to the underdeveloped countries, which are unfortunately victims of those gases due to their limited resources. (p.58). The way in which people develop their understanding of climate change is based on discursive practices (Hovden & Lindseth, 2004, p. 78). Burr (2003) opines that discourse not only finds out the ways people understand the issue, but it also causes people to act and behave in a specific way towards the problem (pp. 2.5). In the discourse, climate change is presented as a complex problem that is necessary to resolve. (Lindseth, 2004, p.327). The complexities that are associated with climate transition contribute to the inaction on the part of people towards bringing about eco-friendly practices. Hence, there is a need to analyse the ways in which environmental issues

are presented. Many studies have studied the relationship between language and climate change (Bundsgaard & Bang, 2019; Poole, 2023; Franz, 2023). Bundsgaard and Bang (2019) did the analysis of Thunberg's speeches to explore how he framed climate crises through language. The findings of the study show that Greta Thunberg employed deixis, metaphors, and modality to place the responsibility of climate change on policymakers.

2.6 Critical Analysis of Discourse

At its core level, discourse is defined as the use of language or communicative sign systems. (Schiffrin, Tannen, & Hamilton, 2015; Stephens, J. (1992b)). Discourse is operationalized as a socio-cultural construction that employs language to produce shared ways of describing, interpreting, and understanding any arrangement of human experiences and practices. Distinguished by specific vocabularies, discourse may privilege those who employ them over others who do not, resulting in entanglements in power relations. (Moon, 1991). The uncritical oblige of discourses that are expanded through institutions with powerful social status can mean those discourses that are considered dominant discourses. Stubbe's (2015) model of ecolinguistics and its integration with CDA considers how language construct and perpetuate environmental ideologies. This integration with CDA guides Stubbe's (2015) model to examine how a particular notion in environmental text has been shaped and help in exploring the ideologies and power dynamics which effects the societal response towards nature and its sustainability. Although CDA broadly investigates how discourse reveals and shapes societal structure and power relations.

Bloor et al. (2013) assert that the word discourse has many applications, but here we are using it to mean symbolic human interactivity in many ways, whether in spoken or written form or via gesture, pictures, diagrams, etc. It focuses on the linguistic aspects of any discourse; it is also known as critical linguistics or critical linguistic analysis (Fowler et al., 1979). Due to the range of influences and scope, this is not simply linguistics but is called Critical Discourse Studies (Dryzek, 2005; Fairclough, 2003; Moon, 2004; Rose, 2001).

2.7 Environmental Discourses

Environmental discourses present specific ways of speaking about specific environments and their futures (Mühlhäusler & Peace, 2006, p. 458). They aren't

fixed nor static, but they evolve over time and are contingent on compound sociocultural and political-economic interactions. Dryzek (2005) asserts that there is no single hegemonized discourse. These discourses can focus on current issues, but now there is a trend in contemporary discourses to put focus on the endangerment of the human species within a global scenario.

2.8 Ecolinguistics as an emerging field

Ecolinguistics as a term is auto-suggestive as it is a combination of ‘ecology’ and ‘linguistics’. Thus, ecolinguistics is a branch of linguistics that deals with ecology. Turner et al. (2005) opines that ecology is defined as the study of the relation between living organisms and their physical environment; it wants to understand the important connection between plants and animals and their environment. Arran Stibbe, one of the major figures and shapers of ecolinguistics, shows the unavoidability of ecology and language in itself, but it also studies the environment according to the application of language. Fill (2006) opines that ecolinguistics explores the role of language in development and possible fixes to environmental and ecological issues. Ecolinguistics studies the destruction of biodiversity as a loss to culture and the language. Likewise, language loss and its death are purely ecological problems in nature. Ecolinguistics is an emerging field in linguistics that explores the complex relationship among language, culture, and the environment. It highlights that language has a significant role in shaping our understanding of the natural world. It further highlights that linguistic choices have important implications for how we interact with our environment. By examining the ways in which language both reflects and influences our beliefs, attitudes, etc., it presents valuable insights into environmental communication, conservation efforts, and sustainable practices. Turner et al. (2005) argue that ecolinguistics explores how language can be harnessed to speed up environmental awareness, manage conservation, and promote sustainable behaviours. By analysing the effectiveness of particular linguistic strategies and communication techniques, this field aims to make practical recommendations for making positive changes related to the environment. Eco-linguistics is an interdisciplinary approach in nature and draws on different insights from anthropology, sociology, and psychology to provide a complete understanding of the role of language in shaping our relationship with the environment. Likewise, ecolinguistics strongly believes that people’s approach to environment, language, and

culture is formed by the stories they live by, and language helps in telling and retelling the stories and impacts their beliefs. Ecolinguistics is an applied linguistics in nature, and it investigates and studies the discourses that are either favourable or unfavourable for the nourishment of the earth.

2.9 Major CDA Frameworks

2.9.1 Fairclough's Framework (Dialectical-Relational Approach)

Fairclough is one of the pioneers in the CDA field. His model is the core one in the field of CDA. He views "text" as "social events" and "order of discourse" as a social practice. Besides this, social hierarchies find out the dialectical relation between society and its language. The relation between society and language is two-way in nature, and his theoretical framework attempts to analyse the relationship between power and discourses. The Fairclough framework CDA is a tridimensional structure in which the first text is described linguistically. In the second phase, the discourse nature of the text is considered. In the third phase, the relationships between cultural realities and discourses are described. Fairclough et.al. (1989) argues his analysis focuses on the "whatness" of text, the "description of how," and the "whyness" of text as well. He explains further that every text has an ideology, and CDA attempts to "unpack" the "pack." If we apply it to green discourses. Fairclough's DRA helps in understanding the dialectical relationship between society and discourses. The DRA will help you in revealing the tensions among different stakeholders and how this power reveals itself linguistically.

2.9.2 Leeuwan (Social Actors Approach)-1996

The major section of his work is on social actors in texts and discourse. Leeuwan et. al. (1996) interprets how powerful organisations and various sociopolitical policies influence the portrayal of social actors. He opines that the inclusion, exclusion, and representation of these actors in the discourse are determined by them. His framework explains what factors influence the reproduction of knowledge and the identities of societies. He has explained the concept of inclusion and exclusion through the analysis of racist discourses. He gives a number of analytical categories that are decoded at the phrase, sentence, and lexicon level to explore the intentions behind the selection of a certain language.

His major analytical categories are given below:

- Exclusion (backgrounding and suppression)
- Inclusion (Activation vs. Passivation; Generalisation vs. Specification; Indetermination and Determination; Nomination and Categorization; Identification and Functionalization).

If we apply Van Leeuwen's framework to green discourse, it can help how social actors are described in discourse. You can investigate how different actors are marginalised or favoured in these speeches. This model helps in the identification of social hierarchies and biases that are rooted in environmental discourse.

2.9.3 Hodge and Kress (1993)

Hodge and Kress attempt to explain the function of “derogatory” and “euphemism” terms in discourse for the purpose of maintaining definite ideologies and realities in the text. They attempt to explain the vocabulary items with their origins and their ideological forms, like antonyms, synonyms, and hyponyms, with their relational values. This model focuses on the function of “language and ideology.” Their model explains the interaction of ideology, thought, and language. He presents two major classifications: “relational” and “actional.” “Actional” is defined as perceived relationships in physical reality, which are further categorised into “transactive” and “non-transactive.” Relational models are defined as the consequences of mental activities (comments, judgements, and suggestions, etc.) that are further categorised into “attributive” and “equative” parts. Attributive models construct the relationship between nouns and different qualities, whereas equative models construct the relationship between nouns. Euphemistic and derogatory lexical trends are “detection devices” for exploring realities and opinions. If we apply this model to green discourses, it can offer important insights, particularly if UNEP speeches include visuals, or if the speeches include rhetorical devices and symbols in the text. It can help us to decode the symbols and how the environmental crisis has been framed symbolically.

2.9.4 Socio-Cognitive Approach by Van Dijk

Dijk's approach to CDA defines the connection between micro-structures and macrostructures of society. He opines that “social cognition” is the manifestation of

societal arrangements that are shared socially. Mental activities like thinking, capacities, learning, argumentation, and inferencing fall under the idea of social cognition, and these influence discourses. Dijk (2001) opines that macro-structure includes power, dominance, hegemony, and class conflicts, whereas micro structure includes verbal interactions between groups, discourse, and language use. He argues that societal structures are directly related to discourse structures. Dijk (1991) studies media discourse. Discourses are the major sites where inequality of classes and racial and ethnic relations are often manifested. The different studies on discourses (1984, 1991, 1993, 2000b, and 2001b) have explained the production of theory to study the relation between racism and discourse. The major feature of this theory is racism, which is in nature a system of socio-political and economic inequality, and he further argues that ethnic minorities are represented as outgroups and are often marginalised for showing their powerful position and hegemony. He further argues that minorities and immigrants are often portrayed as threats, problems, and dangers by making associations with violence, crime, and conflict. Dijk (2000a) opines that news contents are manipulated by the powerful and elite. He discusses in discourse that ideologies are portrayed either implicitly or explicitly. The power of any social group is determined by social power. Dijk suggested two main types of power, i.e., persuasive and coercive. Persuasive powers include those of journalists, authorities, scholars, or professors, whereas coercive powers include economic and military power. Dijk (2000) presented the basic principles in the form of an “ideological square” for the analysis of ideology, and these principles suggest discourses.

1. Emphasize their negative traits
2. .Emphasize our positive traits
3. De-emphasize their positive features.
4. De-emphasize our negative aspects

This modal presents polarisation in the discourses, so it can represent outgroup and in-group negatively. He is of the view that discourse includes conversation between written texts and semiotics. Individual cognition includes “mental modals” like perceptions, beliefs, and emotions. Dijk’s different frameworks of CDA illustrate how powerful strategies and discursive language are applied to exercise hegemony and power over others. If we apply Van Dijk’s socio-cognitive approach to green discourses, it can help us to investigate different ideologies that are embedded in

green discourses by exploring their principles in the text. This framework gives us insights into how the UNEP positions itself on an ideological basis with respect to environmental and ecological concerns.

2.9.5 Fairclough's (2003) Analytical Framework

Fairclough (2003), who supports a “relational approach” to CDA that takes into account power relations and social structures, He opines that discourse is about inspecting a text by considering its external and internal levels. The text includes the meanings of action, identification, and interaction. Action is the use of language as a source of interaction. These implications are analysed on the basis of speech activities such as making assertions, asking questions, and presenting offers, and the characteristics of clauses in the text shows that the grammatical moods are recognised from them. Representational meanings pertain to talking about the world through the use of language. Text is a social event externally, within a social activity that exists within a larger context of a social system. The connection between internal and external levels is considered a third level, and it investigates a text as a discourse, a genre, and with regards to its stylistic features.

For analysing textual problems, the analytical categories are foregrounding, backgrounding, implications, contrast, comparison, identity, metaphor, implications, presupposition, dialogue and universalization, prominence, exclusion, and inclusion.

2.9.5.1 Presupposition and Metaphor

Presupposition is all about the hidden meanings that a text contains in itself. One of the major features of discourse is implicitness. In each society, harmony and cooperation are based primarily on the meanings that are shared among the members of a particular group. During the critical examination, ideology, implicitness, and stereotypes become big problems, and the interchange of this information paves the way for social and cultural hegemony, control, and supremacy within a given culture. It is more about mental than verbal occurrences. Metaphor is defined as how individuals view, perceive, and think about the surrounding environment. Fairclough (2003) opines that metaphor commonly portrays one part of the world in relation to another.

2.9.5.2 Identity and Representation

It is very difficult to explain the notion of identity. Fairclough (2003) opines about two types of identity: social identity and personality, and he opines that both have dialectical relations. Social groups can understand and explain their world in different ways. So, identity is something that defines who you are and how others perceive you. Representation entails elaborating on someone or something in a specific way to influence others' perceptions of them. Words are like symbols for different thoughts, concepts, information, etc. Harley (2019) opines that representations are based on symbols and images that vary culturally.

2.9.5.3 Dialogicality and Universalization

Dialogicality is primarily concerned with the voices in a text. Fairclough (2003) opines that dialogicality broadens the differences by adding news voices. Therefore, it is important to think about how the voices of text are different from each other in terms of how they address differences, speakers, viewpoints (ideological), etc. Universalization is the process of granting something worldwide status by supporting it. According to Fairclough (2003), maintaining and undermining the supremacy of particular social groupings is necessary to gain hegemony. A major ideological question is whether or not individual representations, identities, goals, interests, and faiths are universalized for ideological purposes in newspapers.

2.9.5.4 Exclusion, inclusion

Exclusion means to exclude something as part of something big, while inclusion means to include something big as a part of something.

2.9.5.5 Foregrounding and backgrounding

Foregrounding indicates the importance given to a section of a text regarding its location or size or the attention given to it by word choice or syntactic structure, while backgrounding is opposite to it. The decision to emphasise or de-emphasise data by foregrounding or backgrounding is a factual resource on which CDA should focus.

2.9.5.6 Implication and Comparison

Data is not disclosed since it can be in contradiction with the objective of positive self-representation. Collective behaviour ideologies, which show political and

individual strategies, might be used to characterise these tacit knowledge elements. Media is a platform where objects, thinking, ideas, and concepts are frequently compared to each other by employing different metaphors. This is an important part of the media platform where one group is compared with another group to illustrate the prevailing issue in society or to bring about change in society.

2.9.5.7 Othering

The analytical concept of othering explains how social group dichotomies are communicated through language. The critical linguist contends that a writer's language choices show his or her semantic standpoint or critical position. Fairclough (2003) opines that there is a bi-directional and subjective relationship between language and social division. Discursive stances are linguistic choices that reflect and support critical ideas. Lexico-syntax and meaning have cyclical relationships and are parts of semantics and syntax.

If we apply Fairclough's model to green discourse, it will focus on the interaction between discourse and its wider social context. This framework sees discourse as a social practice and presents a model for analysing how language reveals and reinforces global environmental order. For instance, how are problems like climate change, biodiversity loss, or pollution being framed? Is the language for environmental justice being applied or not.?

2.9.6 Stibbe's Theoretical Framework (2015)

Arran Stibbe in his work titled "Language, Ecology, and the Stories We Live by" (Stibbe, 2015, p. 17), presents the theoretical framework, which includes eight stories and the linguistic features that signal towards each story. Each story is like an analytical category to analyse the data from the field of ecolinguistics.

Story	Kind	Linguistic Representation
1- Ideology	Perception of the world among the group of people.	Cluster of linguistic features
2- Framing	A story that employs frames to structure another area of life.	Trigger lexicons that create a frame in the mind.

3- Metaphor	A story that employs a frame to structure different areas of life	Trigger lexicons that bring a specific frame to mind.
4- Evaluation	Judgement about certain areas of life, whether they are good or bad.	Appraisal pattern that represents certain areas of life as good or bad.
5- Identity	A story about what it means to be a particular kind of person	A form of language that highlights particular characteristics of a certain kind of person
6- Conviction	A story that tells a particular description of the world as certain, uncertain, true, or false	Facticity patterns are the patterns of language that establish or undermine the facticity of a particular description.
7- Erasure	A story form that establishes certain areas of life as unimportant or unworthy of attention	Linguistic patterns that distort or background a certain area of life
8- Salience	A story about how a certain area of life is important and worthy of attention	Linguistic patterns that foreground or give prominence to certain areas of life

2. 9.7 Stibb's (2015) Theory of Erasure

Erasure is a story in the minds of people that a part of life is unimportant or has less value. It is basically a linguistic representation of an area of life that is of less importance through its systematic backgrounding, absence, or deformation in a text. Erasure has three levels: the void, the mask, and the trace. These three levels show us how the concept of erasure is operationalized in the analysis of any text to erase something.

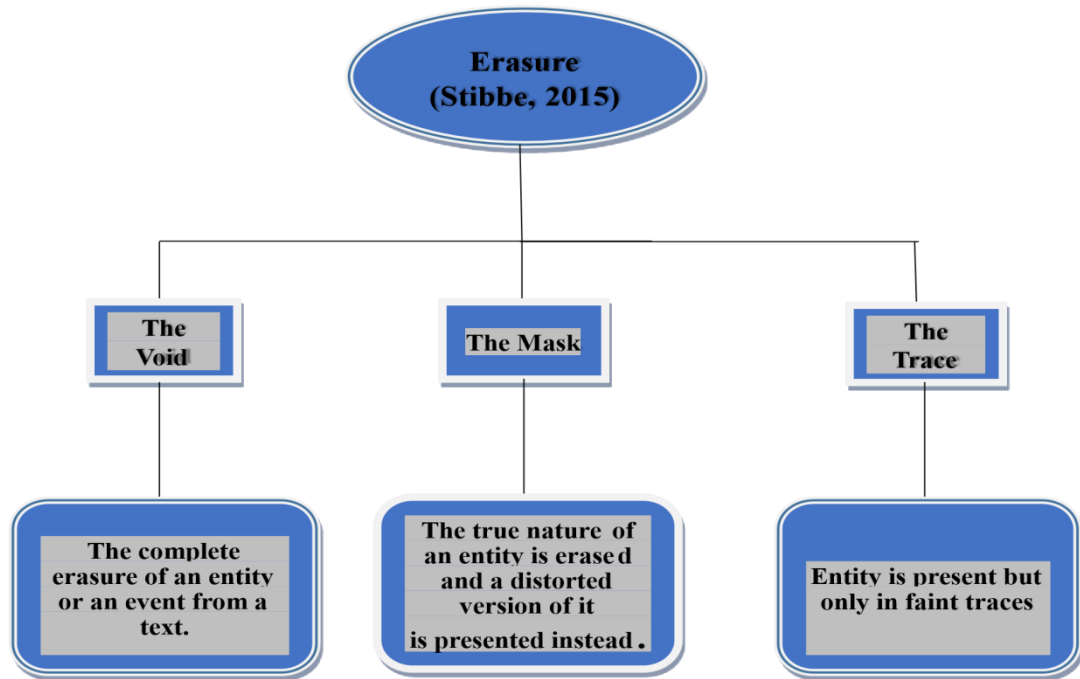


Figure 1 Erasure (Stibbe, 2015)

2.9. 8 Fisher's (2002) theory of Ecopsychology

It is a theory that connects humans with nature emotionally. This term first appeared in Rozak's (1992) book titled "The Voice of the Earth," whose further explanation was carried out by Gomes & Kenner (1995). Fisher (2012) argues that the separation of humans from nature leads to the separation of humans from those who share their expertise with nature. Hence, separation causes mutual suffering such as destruction of the environment, sadness, and estrangement. However, relationships with nature make an individual heal psychologically and emotionally and promote environmental responsibility, stability, self-identity, and competition. (Kahn & Hasbach 2013). Ecopsychology is all about remembering the unity of humans with nature. In other words, reinvestigating the roots of humans on earth in light of human nature kinship.

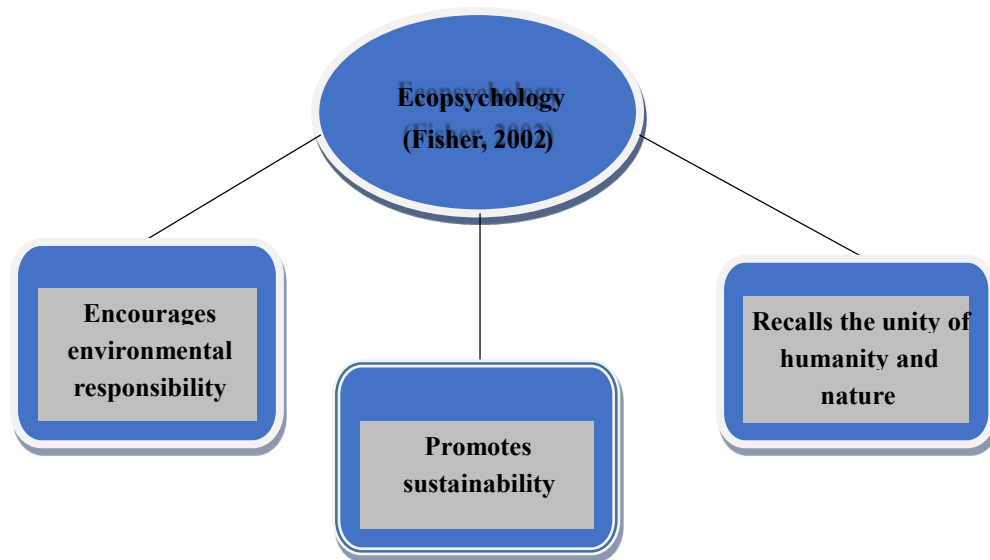


Figure 2 Ecopsychology (Stibbe, 2002)

2.10 Research Gap

The present research is different from the above-mentioned researches as it attempts to analyse speeches related to “green discourses” on the UNEP platform. The timespan ranges from January 2023 to June 2023. Moreover, the present study employs a mixed-methods approach to analyse the data critically. Stibbe’s (2015) theoretical model has been applied to analyse the data critically. To the best of the researcher’s knowledge, most probably no study has been conducted like present one during this time

CHAPTER 3

RESEARCH METHODOLOGY

This chapter includes the details of the research design, the ways of data collection and analysis, the theoretical framework, and the linguistic features of each Stibbe's story, which are analysed in this research.

3.1 Research Design

3.1.1 Mixed-Method Approach

This present study is descriptive and exploratory in nature. The Stibbe's (2015) theoretical framework was used in the present research. The content analysis technique was used to analyse the data. In the first step, different types of stories were found in green discourses, which are mentioned in Stibbe's (2015) theoretical framework by analysing the lexicon list from Antconc (4.2.4). Moreover, in the present research, the researcher has applied the collocation feature of Antconc to find the collocates of the trigger words of each story, and then the researcher has used the concordance feature of Antconc to find the use of those trigger words in their context. After this, the researcher has analysed the data qualitatively to show how analytical categories have been employed to convey the message or ideology to the target audience, and it also provides the implications of the green discourse and makes them visible to the readers. Both qualitative and quantitative methods have been employed to analyse the data in the present research. The researcher uses the Antconc (4.2.4) corpus for the quantitative analysis of a text. The researcher got the tool from the official Laurence Anthony's website.

Ideology is a story; ideology produces our perceptions about the world and produces reality in the minds of people. People often have no awareness of the ideologies or stories that are hidden in a particular discourse (Stibbe, 2015, pp.2-24). Stibbe (2015) categorises discourse with regard to the ideology it conveys. Such ideologies encourage negative ideologies like discourses of progress, technological development, economics, etc., and these types of discourses are destructive in nature. On the other hand, such discourses that encourage environmental-friendly ideologies are called beneficial discourses. Stibbe (2015) opines that negative discourse should be discouraged and beneficial discourse should be encouraged. Stibbe (2015) argues

that ambivalent discourses are those that have some aspects of beneficial discourses and, at the same time, some aspects of destructive discourse (Stibbe, 2015, p. 29). Discourse is a style of speaking; it adds grammatical choices, linguistic patterns, etc., which provide ideologies and shape our perception of the reality of the world (Stibbe, p. 22).

Stibbe (2015) argues that framing assists us in understanding the world. These frameworks provide cognitive structures for understanding the world and its reality (Lakoff, 2006, p. 25). For instance, the story about any theme from the green discourses can be framed by employing trigger words that produce a mental image and change the perception of people about anything. If the frames are not environmentally friendly, then they should be reframed to encourage environmentally friendly practices.

Metaphors are taken from the source domain and framed in the target domain to foster an understanding of the world. Stibbe (2015) argues that particular words are employed to frame the perception of the world. Beneficial metaphors that are environmentally friendly are encouraged, and destructive metaphors need to be changed.

Evaluations are the thoughts that are present in the minds of people. People are examined to see whether a specific part of life is good or bad. Evaluation can be explored by examining the appraisal patterns the linguistic features that show specific aspects or parts of life as either positive or negative (Stibbe, 2015, p.84). These patterns can take many forms, like explicit, implicit, marked, unmarked, and grammatical structures (Stibbe, 2015, p .84). Purr words can be used for the realisation of evaluation, and these words are clusters in nature (Alexander, 2017). In this study, the focus is on those patterns that are present in speeches delivered at UNEP.

This story is related to the existence of the self in one's mind. It is produced through language. It indicates one's behavior towards others in the context of the environment (Stibbe, 2015, p. 114). Crompton and Kasser (2009) argue that changes in identity produce changes in one's attitude towards the environment. Identity in a text can be produced and erased (p. 25). The ecological identity can be found in a text through the analysis of in-groups and out-groups.

Conviction is a story in Stibbe's theoretical framework that injects belief in the people that certain accounts of the phenomena are true, false, certain, or uncertain. The facticity pattern is the language pattern that is employed to produce conviction in the minds of the people (Stibbe, 2015, p. 129). Facticity can be produced through the use of modal verbs, quantifiers, implications, hedges, etc.

Erasure is a kind of story in language that is applied to show that a specific area of life is unimportant and is erased by erasure, and the process is referred to as backgrounding (Stibbe, 2015, p. 146). There are different types of erasure, like the void (whole erasure of any item in the text of discourse), the mask (the item is masked by its deformed variant), and the trace (incomplete erasure of the item and the existence of an item with vague traces) (Stibbe, 2015, p. 158). This phenomenon can be carried out through nominalization (the erasing of the actor). It can occur through the application of nominalizations. This type of story hints at the fact that a specific area of life is not protected and demands attention. The linguistic features that support the examination of salience can be focus, metaphor, transitivity, vitality, and abstraction.

3.1.2 AntConc

AntConc is a free of cost tool developed by Laurence Anthony; it's a multi-platform tool. It has been designed for linguistics research, language understanding, and data-based language learning. AntConc offers functionalities like concordance collocation, word cluster and more for the comprehensive analysis of the language. It can be used in Windows, macOS, and Linux.

3.1.3 Data Collection And Corpus Formation

In this study, 23 speeches by different personas delivered at UNEP have been taken from the official website of UNEP. The corpus of 20021 words has been developed. Two steps are involved in the formation of the corpus. First, all speeches have been downloaded from the UNEP official website in pdf form, and then the pdf files have been annotated to Txt format manually so that they could be searchable and editable and used for the general study.

3.1.4 Rationale Behind Using Corpus

The present study employs the corpus linguistics method for data analysis. The corpus of 20021 words was compiled from the 23 speeches that were delivered at UNEP. The time span for speeches ranges from January 2023 to June 2023. The Antconc (4.2.4) tool was employed for concordance and collocation analysis. The linguistic characteristics were found by employing AntConc. Here, concordance (the KWIC technique) was employed for the analysis of the trigger words in the context. The rationale behind the using of AntConc is first for the quantitative method of corpus linguistics. Second observe objectivity, which is not possible through manual analysis. Third, to find out specific ideologies through the application of Ant Conc.

This research is corpus-based in nature, as different kinds of stories have been found to evaluate them in an ecological dimension. In the present study, by downloading the speeches from UNEP's official website and changing the format of all the selected speeches to txt format, all the selected data was transferred to the corpus tool for analysis. The lexicon feature of the corpus tool generated the whole list and the frequency of each lexicon. After this, the researcher analysed the lexicon list and found seven stories. Moreover, the frequently occurring lexicons of each story give a variety of frames that were examined with the corpus tool for further delimitation of the research. For example, the lexicon "plastic" produces the frame "ending plastic frame." On the other hand, "plastic" is employed in different contexts in the text of the speeches. It is difficult to examine the lexicon "plastic" each time it is employed in the text (150 times). So, the words that most frequently collocate with plastic, like "pollution," "end," "waste," and "ending," have been selected for detailed study.

Hence, the research methodology discusses collecting and analysing procedures of data. A corpus of 20021 words has been formed for the analysis of the data. Additionally, the corpus tool (Antconc 4.2.4) has been employed for collocation and concordance analyses. The stories have been evaluated by both features of the corpus tool (concordance and collocation) to find out the implications of the green discourses. This chapter introduced research methodology used in the study. It has also been discussed in detail the way data for the present study has been collected and how the corpus tool (Antconc) has been used to analyse data at multiple levels. The next chapter introduces data analysis procedure in detail.

In the present study, the researcher has employed expert sampling technique for the analysis of green discourses in the speeches delivered at UNEP. In this technique, the researcher selects particular samples that feature autoreactive voices from the field of environmental protection. Hence, expert sampling considers individuals with expertise in their relevant field, so the researcher has chosen speeches from recognised environmental leaders within UNEP (UN) who have deep knowledge of environmental fields. By selecting the speeches from environmental experts, the researcher has ensured the analysis would provide insightful content and making the analysis more aligned and having alignment with the ecocritical perspective of the present research.

The reasons are many reasons for the selection of the speeches from UNEP. As the leading international environmental authority. It plays an important role in coordinating environmental practices and proposing the global environmental agenda; moreover, the speeches are delivered by high-ranking officials or environmental experts. These speeches have influenced the shaping of environmental policies and ideologies, presenting important insights into the cognitive and ideologies that drive environmental discourses. It offers diverse voices as different environmental experts from all over the world convey their insights regarding the environment. Moreover, it also has historical importance; the work that has been done through this platform guides the present decision-making and initiatives. Therefore, UNEP speeches present authoritative and representative corpus for the present analysis.

CHAPTER 4

DATA ANALYSIS

This chapter talks about how different linguistic characteristics reveal different kinds of stories. Besides, the study attempts to find out how often words occur as trigger words and in what way they help in investigating and recognising the specific story. It also includes implications for environmental scenarios.

4.1 THEME OF THE SPEECHES

To find out the main themes from the speeches, a list of the content words and the mood these words collocate have been investigated. Moreover, the researcher examined the list of the contents words with care that was created through the use of Ant Conc. (4.2.4) and selected the most 10 occurring words for the collocation and concordance analysis of the text and for drawing the implications from the text.

In Antconc, the below mentioned features help researchers to investigate the patterns, frequency, and relationships among words in a corpus, which is useful in discourse analysis and other linguistic studies.

1. **Words:** This refers to the individual terms or hits that are analyzed. This can be any kind of word.
2. **Rank:** The rank shows the position of an individual word; it can be on the basis of Freq (LR), Freq (L), Freq (R), Range, etc. The most frequent word is ranked, and so on.
3. This shows the frequency of the individual terms that occur on the left as well as on the right side of the target word. It is mostly used in collocation analysis to see how often words appear in proximity to other words. It guides the word pattern in both directions' context.
4. **Freq (L):** This shows the frequency of words that occur specifically on the **left** (L) side of a target word within a specified range of words in the corpus. It helps in understanding word usage patterns preceding the target word. It guides the pattern of the words in left-direction context.
5. **Freq (R):** This shows the frequency of the individual words that occur in the right direction of the target word and within the particular range of words in

the corpus. It helps in understanding the word pattern in right direction contexts.

6. **Range:** It reflects different files in the corpus where a particular word appears. For instance, if words appear in 13 out of 14 documents, then the range is 13. This provides insights into the distribution of the individual words across the corpus.
7. **Word Clusters:** It also called chunks, are defined groups of words that appear frequently in a corpus. Antconc can reveal word clusters on a particular selected length, like a two-word cluster, or a three-word cluster. This helps in the identification of fixed phrases or common phrases in the selected data.

Table 1:Frequency of the top 10 trigger words

Type	Rank	Freq	Range
Plastic	13	150	12
Pollution	14	143	22
Climate	18	112	23
UNEP	20	106	18
Biodiversity	21	101	20
Waste	25	87	22
Global	27	86	21
Environment	31	79	20
Action	32	78	23
Nature	33	77	23

Table 1 shows the main theme or subject of the speeches, which is ‘plastic pollution.’ And as UNEP is a platform that gathers and calls people from all over the world to address climate, the initial most frequent words are plastic (150), pollution (143), climate (112), and UNEP (106); these are some of the words that have been employed frequently to address the plastic pollution problems in the world, and the

frequent applications of these words suggests that this issue is severe and critical in nature.

Table 2 Collocations of words in Table 1

Collocate	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Plastic, pollution	1	14	14	6	0
Plastic, pollution	1	74	74	0	12
Climate, change	1	47	0	47	20
Biodiversity, loss	2	21	0	21	18
Waste, management	2	16	0	16	11
Montreal, global	3	12	12	0	6
Environment, healthy	2	11	11	0	6
action, nature	2	25	15	10	15

The main theme of the whole speech can be better understood by examining the salient collocations in the corpus (Gong, 2019). By investigating some salient collocations, it is evident that the main theme of all speeches is plastic pollution. It implies that there is a requirement for climate action and agreement at the global level. Moreover, the high frequency of collocation between “plastic” and “pollution” has focus on the existing concerns about the impact of plastic on humans and their environment. The collocation “climate change” appears frequently in the text, and this highlights the importance of the discussions related to climate change and their effects

on the world. Likewise, the collocation of “biodiversity” with “loss” emphasizes the ongoing concern related to the decline in global biodiversity.

Below are the concordances of the most frequent words that help us understand those words in their contexts and draw the implications from the green text.

4.1.1 Concordance for plastic

- **Plastic** pollution is a deeply concerning strand.....
- **Plastic** pollution is a grave threat to ecosystems....
- **Plastic** pollution is drowning and poisoning the planet.
- **Plastic** pollution is in our waterways....

The application of the phrase “deeply concerning strand” in the first line of concordance gives emotional sense as well as environmental worries. The word “strand” suggests an interconnected element with the larger stuff of the triple planetary crises. Besides this, such use of language not only draws our attention to the seriousness of plastic pollution but also situates it in a larger ecological context. The use of the phrase “drowning and poisoning the planet” personifies the plastic pollution, giving it the attribute of harmful actions, so it is as if it is a sensual entity. This application of anthropomorphic language can be considered a technique to stimulate empathy and pay attention to the destructive impact of plastic pollution on the environment. The last concordance line shows the vast nature of plastic pollution. The application of “our” signifies that pollution is not an external issue but is associated with individuals intimately. In this case, our attention has been drawn to the unseen presence of plastic in different aspects of life. Plastic pollution is like a grave to humans which ends the human’s life through death. Means causing pollution is equal to cause a grave for your end life; this signifies the severity of this plastic pollution.

4.1.2 Concordance for “pollution”

- **Pollution** and waste - is front and center on the global.
- **Pollution** and waste - is threatening to sweep humanity backwards.
- Crisis of nature and biodiversity loss; and the crisis of **pollution** and waste.

From the above concordance lines, a sense of urgency and severity related to the environmental challenges we are facing has been found. The statement “Pollution and waste are threatening to sweep humanity backwards” portrays pollution and waste as

a force with the power to regress humans; moreover, the language frames pollution and waste as a threat and demands urgent action. Hence, these issues are interconnected and demand action to understand the severity of the interconnection and address these challenges. Moreover, this pollution issue is of global nature which highlights that this is not only of specific area but it an international issue and all are responsible for creating these issues and this the most focused and center issue of the today world.

4.1.3 Concordance for “UNEP”

- **UNEP** is committed to supporting Member States
- In short, **UNEP** is busy, and **UNEP** is focused.
- Friends, **UNEP** is committed to working with Pakistan.

The concordance lines related to UNEP give an ecolinguistic analysis that highlights how language shapes our perception of these institutions and their role in resolving the issues. From the above lines, it is clear that UNEP’s dedication, and cooperation, and support. So, the mention of UNEP’s agreements and programs positions UNEP as the main player in resolving and addressing environmental issues. “UNEP is busy, and UNEP is focused” employs concise language to give us a sense of determination, and here the UNEP is humanized by taking the anthropomorphic language. Besides this, term and phrase such as "committed," "historic agreement," and "working with" shape our understanding related UNEP’s role and illustrate its importance in the discourse of environmental action and collaboration.

4.1.4 Concordance for “biodiversity”

- Reduce nature and **biodiversity** loss.
- We are also acting on nature and **biodiversity** loss....
- Addressing the triple planetary crisis.....

Above lines of concordances highlight there is a need of reduction in biodiversity loss, pollution, waste especially there is a need of reduction in plastic pollution. Here the speaker has emphasis on the collaboration to address the plastic pollution and climate crises because without collaboration there is no possibility that we can remove climate crises from this whole globe. The concordance lines for "biodiversity" reveal the framing of biodiversity loss within the discourse of the triple planetary crisis, providing an ecolinguistic analysis that highlights the interconnectedness of

environmental challenges. The above first line of concordance of biodiversity illustrates the framing of biodiversity loss within the triple planetary crises discourse. The phrase “nature and biodiversity loss” is revealed within the broader aspect of the planetary crises, and this biodiversity loss is interconnected with climate change and pollution dynamics. The second line shows a connection between climate action and the protection of biodiversity. This unveils an integrated approach to understanding environmental issues and presents the efforts to combat these issues.

4.1.5 Concordance for “waste”

- Success is building **waste** management infrastructure.
- Reduce the pressure on recycling and **waste** management systems, so they can cope.

From the concordance lines for “waste”, it is clear that language has been used to describe waste management. The first line stresses the necessity of dealing with escalating volumes of waste effectively. Here, the use of language stresses the development of infrastructure that has capability to deal with the waste management issue. Besides this, the phrase “reduce the pressure” stresses that there is also a need to reduce the pressure on waste management, which means there is a need to develop a policy to reduce plastic consumption and plastic pollution. Because the current management system has not abilities to deal with this flux of much plastic and pollution.

4.1.6 Concordance for “global”

- To galvanize **global** action on plastic pollution.
- Working closely with you and for you to make the **Global** Biodiversity Framework a huge success.
- To align our economies and our investments with the new **Global** Biodiversity Framework.

The phrases, like "galvanize global action," "make the Global Biodiversity Framework a huge success," and "align our economies," stress the need for collective efforts and cooperation on environmental challenges, specifically climate change. From an ecolinguistics aspect, the language shows two main things: first urgency and

second responsibility. Here the emphasis is on effect of plastic pollution on food security, water scarcity, and the larger achievements of sustainable development goals.

4.1.7 Concordance for “environment”

- Huge amounts of plastic have accumulated in the **environment**.
- Limiting the discharge of antimicrobial-laced waste to the **environment** is important for everyone.
- Makes a unique contribution to the global picture of how **environment**.

In the given concordance lines, the term “environment” is used in different contexts in the text of speeches presenting the multi-faceted nature of environmental debate. The phrase “huge amount of plastic” foregrounds the tangible nature of environmental challenges, associating it with the larger concerns that are in the speeches, like climate change and biodiversity loss. The tragic effect on UNEP marks the individual and institutional ramifications of environmental issues. “Antimicrobial-laced waste” reveals a particular environmental threat that was discussed in the environmental speeches. The phrase “unique contribution to the global picture of the environment” not only devises global cooperation but also an understanding of environmental dynamics. So, these concordances wholly possess the complex interplay between environmental challenges and the necessity of collaborative remedies.

4.1.8 Concordance for “action”

- Galvanizing Global **Action** on Plastic Pollution....
- Adaptation can no longer keep pace with the lack of **action** ...

The above concordances unearth a thematic focus on environmental problems, especially plastic pollution and climate change adaptation. The utterance of gratitude to the U.S. Department of State and the U.S. Department of Agriculture foregrounds global cooperation as well as solutions to the climate crisis. The aspiration of the “whole-of-UN approach” highlights the collective and individual efforts of UNEP. The role of Ms. Elizabeth Mrema’s emphasizes organizational transitions to increase environmental initiatives. The stress is on climate change adaptation, resilience, and the necessity of action against fossil fuels, which resonates with the broader subject matter of environmental protection.

4.1.9 Concordance for “nature”

- Plastic pollution aggravates the triple planetary crisis of climate change, **nature**, biodiversity loss, and pollution and waste.
- And the Indus Basin are also on the frontline of **nature** and biodiversity loss.

Here, the speeches foreground the immediacy of resolutions to environmental issues and the resolution of the plastic pollution issue. In these, the main focus is Pakistan’s struggle against plastic waste. The United Nations Environment Assembly’s association with an agreement on plastic pollution signifies a new step towards ending plastic pollution in a collective manner. The Living Indus initiative is encouraged as a forward-looking approach and acknowledges the need for adaptation in a warming globe. The cooperation between UNEP and WFP seems important because they have main goals like peace, stability, and poverty eradication. There is emphasis on collective efforts, the identification of immediate effects on displacement and international security, and the necessity of tackling climate crises. Hence, these speeches have a main focus on environmental problems, with the particular focus on “plastic pollution.” The discussion highlights the immediate and collective collaboration, practical remedies, and comprehensive UN approach to combating these issues.

4.1.10 Stories in the plastic pollution corpus

A comprehensive lexical analysis of the corpus is done to find out the kinds of stories. Each kind of story (frame, identity, conviction, salience, erasure, metaphor, and evaluation) is discussed discretely. The linguistic characteristics of each kind are further studied by collocate analysis. Additionally, the concordance of the words is also studied to develop further grasping of the ways each story is contextualised in the corpus.

4.2 Identity

The below table shows the most frequent words from the text of the speeches related to identity formation in the context of environmental discourse, like we (308), me (213), they (165), and who (165). The below table shows the most frequent words with their respective collocations related to identity in the context of environmental discourse, which is helping us in our analysis of the text of the speeches in relation to Stibbs’s (2015) concept of identity.

Table 3 Frequency of trigger words for “identity”

Words	Freq	Rank	Range
We	308	6	23
Me	213	14	8
They	165	18	11
Who	165	18	8

Table 4 Collocation of “we”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Are	4	36	0	36	17
Can	2	34	2	32	13
Need	2	34	0	34	13
Have	5	31	0	31	15

The collocation (we are) in the speech context implies that as responsible citizens of society, we have a responsibility or role to fulfill, so we should play our part, and this unity will lead us to collective action against the existing environmental issues. The collocation (we can) in the context of speeches has positive as well as optimistic connotations. It implies a sense of ability, authorization, and determination to resolve the different environmental issues and plastic pollution. Moreover, it suggests that actionable solutions and techniques are available to address these issues. The collocation (we, need) in the context of speeches has a connotation of urgency, cooperation, and collective action for the resolution of environmental crises. It draws attention to essential actions against plastic pollution and environmental issues that should be taken by different stakeholders, individuals, governments, etc. In the context of the speeches, the collocation of (we, have) gives a sense of collective responsibility and chance. It has focused on these issues and possibilities at the international level. This collocation also claims acceptance of environmental issues;

moreover, it foregrounds the moment of thinking, acknowledging previous actions and the necessity of collective cooperation. It illustrates that the people of the present world have the technology and knowledge to eradicate these issues.

Table 5 Collocation of “me”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
To	1	8	1	7	6
Let	2	6	6	0	5
Allow	3	5	5	0	4

The phrase "allow me to" in the given speech text is a formal and polite way for the speaker to seek permission or express courtesy before moving on to the next point or topic. It is often used to indicate a transition or to introduce a new idea. In this context, when the speaker says "allow me to," it suggests a respectful acknowledgment of the audience and a request for their attention or consent to proceed. The collocation (let, me) in the context of speech is a conversational as well as inclusive way employed by the speaker to invite the audience to pay attention to a specific point. When the speakers say “let me,” it is basically the direction to listeners through the content, and the emphasis is on the particular aspects of the speech. The connotation associated with this collocation implies engagement, openness, and a willingness to share any informational stuff. It is basically a moment to address the audience directly by getting their attention for the message that is being delivered. The connotation (allow, me) in the context of the speech implies softness, professionalism, and a wish to engage with the listeners in an attentive manner. It highlights the speaker’s intention to maintain communication effectively and maintain a positive bond with the audience. This phrase has application in formal speeches, talks, or public addresses to track changes smoothly and express respect for the audience’s time and observation.

Table 6 Collocation of “they”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Are	1	7	0	7	3
Can	2	4	0	4	3
What	3	3	3	0	3

In the context of the speeches, the collocation (they, are) has an association with the different factors that are responsible for environmental issues, plastic pollution, zoonotic disease, and related challenges. For instance, “they are” has been used to indicate the origin and nature of the zoonotic disease. The collocation of ‘they are’ has been employed to foreground the importance of the water monitoring and management tools in the text of the speeches. The collocation “they are” has been employed to attribute responsibility to the different factors, referring to the practices and features related to pesticides and fertilizers that are causing harm to the environment. The collocation of “they, can” has been employed in the text of speeches, which has connotations like capacity, action, and ability. Different entities (industries) have the capability to address the environmental challenges, and they have the ability to reduce the pressure on the waste management system so that it can do better work. The collocation "they, what" in the given speech text suggests a call to action and a request for specific contributions or efforts from the mentioned entities, namely, the industry and civil society, against plastic pollution. The term "they" refers to these groups, and "what" is used to emphasize the need for them to identify and undertake concrete actions.

Table 7 Collocation for “who”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Everyone	1	2	2	0	2

In the text of the given speeches, the collocation “who everyone” has connotations of inclusion, collective attempts, and acknowledgement. It is used by the speaker to suggest recognition, collective success, and appreciation for the contributions of all those who are involved in the fight against pollution and plastic pollution. Hence, through the above collocation analysis, it is evident that the

pronouns have different connotations, like inclusion, acknowledgement, request, call to action, capacity, action, ability, softness, and professionalism. Indication, commitment, obligation, conversational, collectiveness, collaboration, and responsibility related to environmental issues and plastic pollution. And these collocations help us understand that the analytical category of identity has been operationalized in the text of the speech.

4.2.1 Concordance for “we”

- **We** can virtually eliminate plastic pollution by 2040.
- **We** need to move to a zero-waste society.
- **We** need to think much more holistically.
- **We** need to see.
- “**We** ensure just transitions”

In the given text of speeches, Stibbe (2015) is visible in the call to action against plastic pollution and environmental crises. The speech motivates a collective identity shift towards sustainability and environmental consciousness. Firstly, here we can see a challenge against the misconception that people do not raise their voice against plastic pollution and climate issues due to a lack of information; here it is being stressed that identities are formed not on the basis of information but by deeper cognitive structures (Moser & Dilling, 2011). Secondly, there is an emphasis on “we ensure just transitions,” as Stibbe (2025) and Crompton & Kasser (2009) opine that preconizing the effect of ideologies on behavior shows the transformative capability of language. The speech implies a shift from an ecologically destructive identity towards a responsible one. Here in speech, the stress is on a “zero-waste society,” which highlights the border grasping of identity formation, where individuals produce their identities based on differences from others (Oktar, 2001). The reference to the destructive floods in Pakistan and the Indus Basin connects the triple planetary crisis and foregrounds the interconnectedness of climate change, biodiversity loss, and pollution. This is in alignment with the concept that identities are multifaceted and influenced by different aspects. (Stibbe, 2015).

In the context of speech, the use of “we” aligns with Stibbs’s (2015) idea of identity. The frequent use of “we” produces a collective identity and places stress on collective responsibility and agency in the resolution of climate problems and plastic pollution. The application of “we,” including different stakeholders, sectors, and

institutes, for thinking on this serious issue and observing and suggesting solutions for the environmental crises and plastic pollution also means this issue is not an individual or confined to some group; it is in fact a global issue. And this inclusive approach is in alignment with Stibbe's concept that producing an environmental identity includes different groups and propagating a sense of belonging. Acknowledging the defects and moving forward to new targets, for instance, the phrase "But let's understand that biodiversity is not only in protected areas" foregrounds the concept that identity is not static but evolves with the passage of time (Stibbe, 2015).

4.2.2 Concordance for "me"

- But let me also stress that the journey to a pollution-free.
- let **me** draw your attention to a recent UNEP report to...
- Because to **me**, it's all about redesign, redesign, redesign, redesign.

The concordance of "me" in the context of speeches draws our attention to individual-based engagement with environmental discourse and reveals the speaker's involvement in the issues that are being discussed. Here, the application of "me" connotes a personal involvement, which highlights the speaker's subjective identity or position in addressing the issue of plastic pollution and climate crises. which aligns with Stibbe's concept that "language constructs identity." The statement "Because to me, it's all about redesign, redesign, redesign, redesign" further underscores the speaker's personal perspective and emphasis on the concept of redesign. Stibbe's idea of identity construction through language implies that the speaker is expressing a personal stance on the critical nature of redesigning practices to address environmental challenges. The above lines highlight the speaker's role as a communicator addressing specific entities. Stibbe's concept of identity emphasizes the role of language in constructing identities associated with communication and interaction. The use of "me" indicates a personalized engagement in conveying messages to the mentioned entities. The second line conveys the speaker's role as a talker, conveys information related to those issues, and highlights that the speaker is a part of the community and collaborative efforts against the climate crises.

4.2.3 Concordance for "they"

- **They** are causing damage through fertilizers and pesticides.
- **They** are least to blame for the environmental crisis.

- **They** need to get creative now.

The “they” in the speech refers to industries, private sectors, agri-food systems, and shaping the identity, which has connections with different actors in the environmental discourse. The phrase “they are causing the damage through fertilizers and pesticides, and the application of “they” assign responsibility to agri-food systems for environmental loss. The first line is shaping the identity of agri-food systems, foregrounding their lower responsibility in the triple planetary crises. In the phrase “They need to get creative now. Resign products and packaging. The term “they” includes industries and the private sector, and here” they” assigns the responsibility to these bodies for taking steps in redesigning and packaging the products to reduce climate crises and plastic pollution. The identity that is assigned to the different bodies is that of reducers of climate pollution and plastic pollution. Hence, according to Stibbe’s (2015) concept of identity, identities are constructed through language. It is highlighted that the way in which we speak shows our influenced attitudes, ideologies, and perceptions. Likewise, the concordance analysis for “they” assigns different identities, through responsibilities, actions, and clarifications, to different bodies of societies related to climate crises.

4.2.4 Concordance for “who”

- This synthesis report - for nations, businesses, investors, and every individual **who** contributes to climate change.
- The very people **who** have been giving their lives to protect nature.
- The very people **who** are the best stewards of nature.

The concordance of “who” here connotes that people, societies, and entities who are involved in climate crises, plastic pollution, and biodiversity preservation are playing their role in the formation of identities within the discourse. “Who” includes a broad range of actors like businessmen, investors, dealers, nation-fighters, and protectors of nature. The phrase “the very people who have been giving their lives to protect nature” assigns a particular identity to defenders of nature. Here the “who” specifies the particular sacrifice of the defenders against plastic pollution and climate crises. Likewise, the phrase “the very people who are the best stewards of nature” here “who” assigns the identity to the best stewards of the environment, local peoples, and communities. So, according to Stibbe’s (2015) concept, language shapes how these entities should be understood in any particular context. Likewise, here the

“who” is attributing and indicating the identities of different actors, stressing their roles and responsibilities in climate change discourse and biodiversity conversation.

4.3 Framing

The below-mentioned table reveals the trigger words for framing. The most frequent trigger word for framing is “plastic,” with a frequency of 150, and the list of those words starts with “plastic” and ends with the word “global,” with a frequency of 86. Table 9 is about the most frequent collocations of each word, which are mentioned in Table 8. Each trigger word conveys a particular frame, which helps in understanding the climate crisis. Besides this, firstly, the trigger words are analysed through collocation with the help of neighbourhood words, which guide us in developing the framing type, and then analysed through concordance by study in context, which helps us further in implicating the frame.

Table 8 Frequency of trigger words for framing

Words	Rank	Freq	Range
Plastic	13	150	12
Pollution	14	143	22
Climate	18	122	23
UNEP	20	106	18
Biodiversity	21	101	20
Global	27	86	21

Table 9 Collocation for “Plastic”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Pollution	1	74	0	74	12
End	2	14	14	0	6
Waste	4	13	1	12	4
Ending	5	5	4	1	4

The frequent collocations "Plastic Pollution," "Plastic Waste," and "Ending Plastic" propose a main framing of plastic as a problematic entity that has associations with pollution and waste. Stibbe stresses the significance of identifying and challenging the present frames to put in motion sustainable growth. The term "ending" in the collocation "ending plastic" highlights an implicit shaping of plastic as a material that requires resolution, which is in accordance with the problem – solution discussed in the climate change framing. Stibbe's idea of innate values is revealed in the suggestions to replace existing frames based on extrinsic values, like economic development and money-saving, with those rooted in intrinsic values. Employing this to the debate on plastic, there is an occasion to reshape the plastic discourse by stressing values such as environmental conservation, community betterment, and responsible use. Stibbe's (2015) notion of framing, which is the identification and encouragement of positive social change, Likewise, Stibbe's framing idea highlights the significance of critically evaluating and reshaping the discourse on plastic. This includes challenging present frames, including intrinsic values, that bring to mind metaphorical inferences to direct in the context of environmental feasibility.

Table 10 Collocation for “pollution”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Plastic	1	74	74	0	12
Chemicals	3	12	11	1	12
Actions	3	12	1	11	11
Speech	6	5	0	5	5

The collocation of the word "pollution" highlights important collocations, stressing the attachment with "plastic," "chemicals," "actions," and "speech." The high regularity of "plastic" stresses the firm link between pollution discourse and plastic stuff. The collocation with "chemicals" foregrounds the chemical nature of containment. In the context of Stibbe's (2015) ecolinguistics framework, it highlights the necessity to find out and potentially reshape the present narratives around pollution that bring in frames different from the present one. These collocations reveal the interconnection of “pollution” with stuff like plastic and chemicals, stressing the

comprehensive approach demand in framing environmental problems. Considering the larger talk on framing in the given text, the kind of frame proposed for pollution can be termed "eco-responsibility." It would propagate a narrative that foregrounds individual and collective responsibility. Hence, Stibbe's (2015) notion of framing involves investigating and transforming the existing frames to encourage positive social change. Likewise, in summary, the analysis that gives insights into the prevailing association with "pollution" is in accordance with the ecolinguistic dimension. The proposed frame of "Eco-Responsibility" aims to encourage a more actionable approach to resolving pollution in the discourse of the environment.

Table 11 Collocation for "Climate"

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Change	1	47	0	47	20
Action	2	21	6	15	14
Topics	4	8	8	0	8
Impacts	5	3	0	3	3

The collocation analysis for the word "climate" highlights notable collocations such as "change," "action," "topics," and "impacts." The high frequency of "change" reveals the central focus of the notion of climate change in the talk. The collocation with "action" and "topics" stresses the significance of resolving climate change through proactive steps and comprehensive talk. The collocation with "impacts" shows an awareness of the results associated with climate transition. This collocation pattern proposes a multi-perspective framing of climate, including the necessity of doing, diverse contemporary discussions, and grasping of the larger effects. The collocation unearths the loaded nature of climate discourse, stressing the need for investigating and potentially reframing the frames employed. Considering the larger discussion on framing in the given text, a proposed kind of frame about the theme of "climate" can be termed "eco-resilience." This frame would focus on describing climate change as not just an issue with a single solution but as an energetic condition demanding urgent responses and flexible societal formations. It fosters a shift from a problem- solution approach to a predicament response frame, encourages thought, and

acknowledges the continuing nature of climate issues. Stibbe's (2015) notion of framing is the identification and encouragement of positive social change. Likewise, in summary, the concordance analysis offers insights into the prevalent associations with "climate," supporting the ecolinguistics perspective. The suggested frame of "Eco-Resilience" aims to capture the multifaceted nature of climate discourse within the broader concept of framing for positive social and environmental outcomes.

Table 12 Collocation for “UNEP”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Spotlight	6	3	0	3	2

The “spotlight” reveals a cautious focus on particular topics or problems, which is in accordance with the notion that shaping affects how people understand ecological issues. This collocation suggests that UNEP is deliberately emphasizing or highlighting certain environmental issues through its "Spotlight" initiative. The term "spotlight" implies drawing attention to specific aspects of the environment.

Issue Emphasis Framing: The collocation "UNEP spotlight" reflects a framing strategy where UNEP is emphasizing particular environmental issues or topics. It suggests a deliberate effort to bring these issues into focus for the audience. This type of framing aligns with the ecolinguistic perspective, which emphasizes the importance of identifying and highlighting specific environmental issues through linguistic constructs. It involves steering the audience's attention toward key ecological concerns. The use of "spotlight" indicates a strategic framing choice to bring specific environmental issues to the forefront of discussions. This framing type aims to influence perceptions and responses by drawing attention to highlighted problems, aligning with the goal of creating awareness and promoting action.

Positive Action Framing: Consider framing environmental issues in a way that not only emphasizes the challenges but also highlights positive actions and solutions. This can inspire a sense of agency and empowerment among the audience. Positive action framing aligns with the ecolinguistic goal of not only raising awareness but also motivating individuals and communities to actively contribute to environmental solutions. In

conclusion, the collocation of "UNEP Spotlight" reflects an issue emphasis framing type where UNEP strategically highlights specific environmental concerns.

Considering a positive action framing approach could enhance the effectiveness of the communication strategy, aligning with the principles of ecolinguistics.

Table 13 Collocation for “biodiversity”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Loss	2	21	0	21	18
Global	3	16	16	0	8
Framework	3	16	0	16	8
Finance	5	4	0	4	1

The collocation of "biodiversity" reflects many collocates like "global," "framework," and "finance." Famously, the collocate "loss" has such importance that it is associated with the notion of biodiversity loss, which is an important problem in environmental discourse. In the context of Stibbe's (2015) framing, the term "loss" may bring a frame foregrounding the negative aftermaths of biodiversity loss, which is in accordance with the notion of reshaping stories to resolve deficiencies in the present frame. The collocate "global" proposes a frame stressing the interconnection of biodiversity problems on a global level, stressing the necessity for cooperative, international struggle. Taking into account the larger discussion on framing in the given text, a proposed kind of frame about the theme of "biodiversity" can be termed "holistic ecological balance." This frame would include the interconnection of species, ecosystems, and global collaboration, revealing biodiversity as an important component for preserving ecological equilibrium and a pollution-free globe. It is in accordance with the biodiversity discussion related to interconnectedness and equilibrium. It is aligned with the ecolinguistic perspective because encouraging positive social change through shaping biodiversity provides insights into the

linguistic context of discussing biodiversity, and the suggested frame of "holistic ecological balance" aims to encapsulate the overarching theme within the ecolinguistic framework. Stibbe's (2015) notion of framing is identifying and changing the present frames to encourage positive social change. Likewise, this collocation provides awareness of the linguistic perspective of talking about biodiversity, and the proposed frame of "holistic ecological balance" aims to include the overarching theme in the ecolinguistic framework.

Table 14 Collocation for “global”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Biodiversity	2	16	0	16	8
Montreal	3	12	12	0	6
Leaders	4	9	0	9	4
South	5	8	0	8	5

The collocation analysis for the word "global" reflects collocates like "biodiversity," "Montreal," "leaders," and "south." The collocate "biodiversity" stresses the broader context of discussion about the diversity of life on the globe. In the context of Stibbe's (2015) framing notion in ecolinguistics, the application of "global" highlights a frame that crosses national or geographical boundaries, which is in accordance with the notion of resolving pollution problems on a global scale. The global frame stresses the interconnection of environmental struggles and stresses the necessity of a cooperative, global struggle for sustainable growth. Related to the theme-based frame about the word "plastic," a proposed frame can be termed "Global Plastic Accountability." This frame would include framing discussions related to plastic pollution by stressing the shared duty of nations, industries, and individuals in resolving the international plastic issue. It is in accordance with the ecological aspect by fostering a positive social transition through framing plastic-based discourse in

terms of collective answerability, environmental responsibility, and international cooperation to fight against plastic pollution.

4.3.1 Concordance for “plastic”

- Yes, the Intergovernmental Negotiating Committee on **plastic** pollution is underway.
- Wave of change carries you towards a future free of **plastic** pollution and fossil fuels.
- However, now we all want the **plastic** pollution agreement ...

The concordance analysis of the word "plastic" in the given speech is in accordance with Stibbe's (2015) ecolinguistics notion, foregrounding the significance of framing environmental problems for positive societal change. The speech talks about the immediate necessity of resolving the plastic pollution problem as an international community, stressing its bad effects on the world, oceans, and unprotected communities. Stibbe's idea of identity in ecolinguistics includes identifying and challenging ineffective frames, which does not cause sustainable development. In the given context of speech, the recognition of plastic pollution as a pressing problem frames the discourse in the context of a "Global Plastic Accountability Frame. “This frame stresses the shared duty of the international community in resolving plastic pollution; it is in accordance with Stibbe's idea of motivating concerned actors to bring about positive social change. The speech further highlights the connection between plastic pollution and larger environmental issues, connecting it to the triple planetary crises. Stibbe's (2015) notion of framing is identification and encouraging the existing frames to encourage positive social change. Likewise, Given the emphasis on international collaboration, industry involvement, and a call for a circular economy in the speech, the suggested framing type could be termed "Global Plastic Accountability and Circular Economy." This framing type encapsulates the collective responsibility of nations, stakeholders, and industries in transitioning towards a sustainable and plastic-free world and a circular approach to plastic use. It aligns with Stibbe's (2015) ecolinguistics perspective by promoting a positive narrative for addressing environmental challenges and fostering a mindset shift towards responsible and circular practices.

4.3.2 Concordance for “pollution”

- **Pollution** and waste - freshwater ecosystems have lost significant.
- **Pollution** and waste - is front and center on the global.
- Reduce nature and biodiversity loss, and **pollution** and waste.

The concordance analysis of the word "pollution" in the provided speech aligns with Stibbe's (2015) ecolinguistics aspect, stressing the framing of environmental problems for positive societal change. The word is technically employed in the discourse, shaping pollution as a particular element of the triple planetary crises. In the speech, "pollution" is framed as the main element of the triple planetary crises. Stressing the interconnection of environmental issues. This is in accordance with Stibbe's notion of mobilising concerned actors to resolve multidimensional issues collectively. The word is technically meant to reveal the effect on the poorest communities. The word is strategically employed in the provided discourse, shaping pollution as an important element of the triple planetary crises. In the speech's text, "pollution" frames an important component of the triple planetary crises, stressing the interconnection of environmental issues. This is in accordance with Stibbe's notion of mobilising the actors to resolve the multidimensional problems collectively. The word is employed technically to foreground the effect on the poorest communities, shaping pollution as a social justice problem and stressing the necessity for international collaboration. The proposed framing kind for the analysis can be termed "Triple Planetary Crises Framing." The framing kind includes the discourse's stress on pollution as a core perspective of the crises, side by side climate change and biodiversity loss. Stibbe's (2025) notion of framing is defined as recognising and transforming the present frames that encourage positive societal change. Likewise, the proposed framing kind of this analysis can be termed "Triple Planetary Crises Framing." This framing kind contains the discourse's stresses on pollution as a main perspective by encouraging a narrative that encourages collaborative action and stresses the immediacy of resolving interconnected environmental problems.

4.3.3 Concordance for “climate”

- It tells us that **climate** change is here, now.
- By 2050 **climate** change could internally displace 216 million people.

The reference to global peace and security increments because of climate crises further adds to a framing kind titled “Climate-Security Framing.” This framing

appeals to a larger context, stressing the interconnection of climate change with international stability, which is in accordance with Stibbe's approach to identifying drivers of health risk. Hence, Stibbe's (2015) notion of framing is defined as recognising and transforming the existing frames to bring about positive betterment and change. Likewise, the concordance analysis reveals how the speech technically frames the discourse on climate change, applying immediacy, the crisis effect, and security factors. The framing Kinds recognised aligns with Stibbe's ecolinguistic aspect, stressing the necessity for urgent, collective, and comprehensive action to resolve the issues like pollution, etc. caused by climate change.

4.3.4 Concordance of "UNEP"

- **UNEP** is fully committed to supporting States, civil society organizations.....
- **UNEP** is working to provide science-based evidence.

The concordance analysis of the word "UNEP" in the speech is in accordance with Stibbe's (2025) ecolinguistic notion of framing, reflecting a framing kind called "UNEP Commitment Framing." This framing technically stresses the allegiance and engagement of UNEP in resolving environmental issues. The re-occurring of sentences like "UNEP is fully committed" and "UNEP is mobilised" adds to shaping UNEP as an active and committed institute in the environmental field. Additionally, the mention of UNEP's headquarters in Nairobi, Kenya, added a layer to the framing. This earthly position is foregrounded as a means of pride and strength, adding to the framing kind titled "UNEP Global South Positioning Framing." It stresses UNEP's proximity to environmental problems in the Global South. It also shapes UNEP as a means of knowledge and science-based proof, especially in resolving matters like AMR. This is featured as "UNEP Global Solution Framing," which is in accordance with Stibbe's notion of stressing the role of science and presenting remedies for positive change. Hence, the concordance analysis reveals the way speech technically shapes UNEP's function, promise, and status in the light of Stibbe's perspective. The framing kinds investigated positive doings, global status, the contribution of UNEP in the environmental field, and the elimination of pollution.

4.3.5 Concordance for "biodiversity"

- **Biodiversity** is all life on earth.
- **Biodiversity** is everybody's business....

- We know that **biodiversity** is important. Biodiversity lives and breathes in our agricultural.

The concordance analysis of the word "biodiversity" in the given speech context is in accordance with Stibbe's (2015) notion of framing, proposing a framing type titled "Biodiversity Importance Framing." The framing technically stresses the importance of biodiversity by linking it with different dimensions of human life, including water, food, air, opportunities, tourism, etc. The re-occurring of phrases like "biodiversity" in the provided speech context is in accordance with Stibbe's (2015) idea of framing, suggesting a framing kind titled "Biodiversity is everybody's business," and "We know that biodiversity is important" adds to framing biodiversity as an essential factor for human presence. This is in accordance with Stibbe's approach of employing positive framing to foreground the significance of nature for betterment. Moreover, the speech applies a problem-solving framework by accepting threats to biodiversity, water deficiency, climate change, pollution, and sustainable usage. This is in accordance with Stibbe's notion of recognising old frames and reframing stories for sustainable growth. The mention of financing insufficiency and state policies moving in the opposite direction adds to a framing kind titled "Biodiversity Challenges and Solution Framing."

This framing stressed the necessity for increased financing, policy alignment, and positive action to solve biodiversity preservation, which has been caused by pollution. Stibbe's (2015) notion of framing is defined as recognising and transforming present frames to foster positive societal change. Likewise, the concordance analysis reflects a technical framing in the speech, describing biodiversity as important for human betterment and stressing the issues and remedies associated with its preservation. The framing kind recognised aligns with Stibbe's ecolinguistics aspect, stressing positive narratives and the significance of biodiversity.

4.3.6 Concordance for “global”

- The 2023 focus will be on operationalizing the Kunming-Montreal **Global Biodiversity Framework**.
- We have the pathway with the Kunming-Montreal **Global Biodiversity Framework**.
- Framework.
- Indus initiative must also play its part in meeting the **Global Biodiversity Framework**.

The concordance analysis of the word "global" in the given speech is in alignment with Stibbe's (2015) ecolinguistic notion of framing, proposing a framing titled "Global Cooperation and Commitment Framing." The frequent application of the word "global" in phrases like "Kunming-Montreal Global Framework" and "global agenda" stresses the necessity for international cooperation and agreement to resolve environmental issues. The framing technically positions the struggle to preserve biodiversity in a global context, stressing the interconnections of nations in achieving common goals. This is in Stibbe's positive framing approach, stressing the collective duty of the international in running the biodiversity framework. Additionally, the speech applies a problem-solving framework by accepting issues like environmental degradation, health effects, pollution, and financing insufficiency. It suggests remedies such as the UN Decade on Ecosystem Restoration, solving antimicrobial resistance, supporting AMR, and helping least-developed countries. This is aligned with Stibbe's notion of recognising challenges and suggesting remedies for sustainable development. Hence, Stibbe's (2015) idea of framing is based on findings and transforming the current frames to encourage positive social change. Likewise, the concordance analysis proposes that the framing kind is focused on stressing international collaboration, devotion, and problem solving in the biodiversity and environmental preservation context. The recognised framing kind is in accordance with the ecolinguistic aspect, stressing positive narratives, collective action, and the international aspect of environmental issues.

4.4 Metaphor

The below table reveals the list of words that were used during the delivery of the speech on the UNEP platform related to environmental issues. The table reveals the frequency of the metaphorical terms, as it is clear from the above-mentioned table 15 that "Guardrails" has frequency 2 and "Gremlins" has frequency 1. After this, a concordance analysis of each word is given below, which reveals the words in their respective contexts and helps us draw metaphors.

Table 15 Frequency of Words for “Metaphors”

Words	Freq
Guardrails	2
Silos	2
Buckets	1
Bracing	2
Bedrock	1
Boat	1
Gremlins	1

4.4.1 Concordance for “metaphor”

- Kunming-Montreal Framework provide a clear pathway and **guardrails**.
- Multilateral Environment Agreements and scientific bodies, which provides the **guardrails** for a sustainable future.

In the context of speech, the term “guardrails” has been employed metaphorically, which proposes a framework that guides and safeguards environmental struggle. This application also reveals the specific role of agreements and institutes in making and containing actions about biodiversity and maintenance. Agreements like the Montreal Protocol, the Convention on Biological Diversity, etc. are metaphorically guardrails by suggesting directions and limitations for sustainable operations. The metaphors stress the idea that these commitments are necessary for policies and struggle to find the right way to prevent negative effects on biodiversity and the environment. The speech places emphasis on the significance of the policies and the commitments, like the Kunming-Montreal Framework. It proposes that these agreements are guardrails, guiding the actions performed in initiatives like BIOFIN to make sure they contribute to the larger goal of controlling and reserving biodiversity loss. So, here the source name is “Guardrails” and the target names are “Frameworks,” agreements, and bodies for protection of biodiversity loss. On the basis of concordance analysis, here is the suggested metaphor type titled “Guiding Path Metaphor.” Here the use of metaphor is aligned with Stibbe’s concept of metaphor, which describes something as if it were something else; likewise, the “guardrails” term has been employed to describe and

frame the framework related to the protection of the environment, which is also a beneficial metaphor.

- I say to everyone here: do not get stuck in **silos**, because silos damage us.

In the context of speech, the term “silos” has been employed metaphorically to convey the notion of categorization and isolation related to environmental problems like climate finance, biodiversity finance, etc. Stibbe’s (2015) concept of metaphor has emphasised how metaphors shape our grasping of complex ecological concepts. The metaphor of “silos” proposes differentiating climate finance and biodiversity finance to block the synergistic benefits that we can get from their interconnectedness. This term also reveals that breaking down these metaphorical silos is important for a more comprehensive and effective approach to environmental conservation. This metaphor also highlights that the speaker upholds opinion for a collective effort in addressing the climate crisis and biodiversity crises. This metaphor also stresses the need to change a perspective from a traditional one like GDP to a modern and broader one. The appropriate metaphor from the concordance analysis that has been observed is the “barrier metaphor.” In this metaphor, the use of silos is for obstacles that are present between people and the achievement of collective efforts. From this metaphor, it is also evident that the destructive metaphor is present in the text, as silos have been operationalized in the text for obstacles. Moreover, the source name is “silos” and the target name is “barrier metaphors,” and this all aligns with Stibbe’s concept of “metaphor,” which is how these metaphors shape our grasping of ecological ideas. Likewise, “silos” unearths the detrimental effect of compartmentalised reflection on addressing climate crises.

- These commitments fall into three **buckets**: financing; new biodiversity goals, and a new package on Digital Sequencing Information (DSI).

In the provided speech text, the term "buckets" is used metaphorically to categorise and encapsulate the three main components or sets of commitments made during the Kunming-Montreal Global Biodiversity Framework discussions. Stibbe's (2015) concept of metaphor in ecological discourse emphasises how metaphors shape our understanding of complex ecological concepts, and here, "buckets" metaphorically represent distinct groups or categories into which the commitments can be organised. In the context of speech, the term “buckets” was operationalized

metaphorically to categorise and contain three major sets of commitments taken during the discussions of the Kunming-Montreal Global Biodiversity Framework. Stibbe's (2015) notion of metaphors places emphasis on how language contributes to shaping awareness related to complex ecological ideas or notions. Likewise, "buckets" metaphorically show different groups into which the commitments can be arranged. In the light of the ecological dimension, the metaphor of "buckets" suggests a conceptual container that has stress on account of commitments to a particular thematic area, and this metaphor is helpful to simplify the complex information and shape it into something more accessible and memorable for the target audience. The term "buckets" here is being applied to categorise three main parts in an easily accessible manner, which is according to the principle of effective communication in environmental discourse. This appropriate metaphor, which is derived from the text, is "container metaphor." Here the source name is "buckets" and the target name is "container metaphor." Moreover, the metaphorical application of "buckets" is a "beneficial metaphor," as it helps in the simplification of complex information and shapes it into something more accessible and memorable for the target information.

- Spotlight on the issue of antimicrobial resistance through the report '**Bracing for Superbugs**'.
- To launch the first UNEP spotlight publication of the year, '**Bracing for Superbugs**'.

In the context of speech, the term "bracing" has been operationalized metaphorically to provide the urgency and preparedness required to address the problems of antimicrobial resistance (AMR). In this context, "bracing" proposes the necessity of strengthening efforts against AMR. From an ecolinguistic angle, the term "metaphor" highlights the resolute and active stance against the challenges posed by AMR. It foregrounds a call to action, convincing the audience to get ready against the threat of superbugs. This term also shows the gravity of the situation and the need for immediate and collective efforts. From the concordance analysis of this metaphorical term, it is proposed that the metaphor is titled "Preparedness Metaphor," and here the source name is "bracing" and the target name is "preparedness metaphor," and this metaphor is beneficial as it increases the communicative influence. Its emphasis is on the need for urgent and firm action against the climate crisis, especially against antimicrobial resistance. So, here the "beneficial" shows the positiveness related to

addressing environmental issues. This application of metaphor is aligned with Stibbe's (2015) concept of metaphor, which investigates how language shapes our thinking related to complex ecological matters.

- Today, a healthy environment is seen as the **bedrock** upon which all development is built.

From an ecolinguistics perspective, the metaphor of "bedrock" suggests that a healthy environment is not just a peripheral concern but a core and indispensable element for the progress of societies. The term implies that, like bedrock, which provides stability to the earth's surface, a healthy environment is crucial for the stability and flourishing of human societies. The metaphor aligns with the broader theme of the speech, emphasising the transformation required to address the triple planetary crisis and highlighting the interconnectedness of environmental health, development, and human rights. Here, the "bedrock" is highlighting the shift in thinking from considering environmental protection as a block to development. In the past, it was considered a foundational one for healthy and sustainable development. This is also revealing the essential and stable nature of a healthy environment in terms of global development. From the concordance analysis of this metaphor, the proposed kind of metaphor is "foundational metaphor," and this kind of metaphor also reveals the interconnectedness among human health, human rights, and progress. The source name is "bedrock" and the target name is "foundation," and the metaphor can be classified as a "beneficial metaphor," as the application of the term "bedrock" is beneficial as it increases the communicative influence and stresses the essential role of a healthy environment as the basic element for the development of human rights, which is in fact the positive side of a metaphor. So, this all aligns with Stibbe's (2015) idea of metaphor, which is the study of how language makes the perception of an individual related to complex notions.

- Rather, steer your **boat** towards solutions that aim at crystal clean waters.

In the context of speech, the term "boat" has been applied to deliver the choices and guidance that can be held in resolution of the plastic pollution, and here the term "boat" has been applied, which reveals different approaches and techniques that can be applied to deal with plastic pollution. In the light of ecolinguistics, the metaphor "boat" highlights the conclusion made related to plastic handling and

redesign that guides the steps and success in addressing plastic pollution. The term “boat” also implies that individuals have authority in steering their boats towards environmentally friendly solutions, which motivates the researchers to find more environmentally friendly alternatives than relying on plastic as a lifeboat. From an ecolinguistics perspective, the metaphor of “boat” implies that the decisions made regarding plastic redesign and waste management determine the course of action and success in addressing plastic pollution. The metaphor is dynamic, suggesting that individuals and industries have agency in steering their “boats” towards sustainable solutions. The choice not to jump into the lifeboat symbolises the rejection of unsustainable practices, such as relying on the plastic sector as a lifeboat, and encourages a commitment to cleaner and more environmentally friendly alternatives. It also foregrounds the necessity for redesigning plastic things, shaping sustainable markets, and enhancing recycling. From the concordance analysis of the lines, the metaphor kind, “Navigational Metaphor,” reveals the means through which individuals and institutions navigate challenges and selections. The metaphor “boat” is beneficial in that it highlights navigation and finding remedies related to plastic pollution and waste management. This metaphorical application is positive in nature, due to which it is a beneficial metaphor. The source name is “boat,” and the target name is “strategies.” So, here, the use of “boat” is in accordance with Stibbe’s (2015) notion of metaphor, which stresses studying language and how it shapes the mindset of people related to complex ecological affairs.

4.5 Evaluation

Table 16 below reveals the most frequent words that trigger evaluation; pollution is the most frequent word with frequency 143, and “sustainable” has frequency 52. After this table, table 17 reveals the trigger words in cluster; after this, from table 18 to table 21 are collocations of trigger words, then the concordances of the trigger words. All this helps us evaluate the words in Table 16 and categorise them as good or bad.

Table 16 frequency of words for “evaluation”

Word	Rank	Freq	Range
Pollution	14	143	22
Action	32	78	23
Nature	33	77	23
Sustainable	51	52	18

Table 17 Clusters of words in the table: 16

Words	Freq
Pollution and waste	16
Action agenda that	2
Nature and biodiversity	18
Healthy and sustainable	6

The first cluster is aligned with Stibbe’s (2015) concept of evaluation, which is related to notions that are present in the minds of people through which it is judged whether a specific area of life is bad or good. Likewise, in the context of speech, the cluster “pollution and waste” has implicit and negative evaluations, which show the areas related to the environment. These terms provide a negative evaluation of environmental problems and draw attention to the bad impacts of pollution and waste on the globe. The words “pollution” and “waste” propose a negative appraisal of the environmental condition. This cluster analysis reveals the evaluation story related to environmental problems, and these terms are appraisal patterns for the exploration of evaluation.

In the given context of speech, the cluster of "action agenda that" has a positive and explicit evaluation. It highlights the motivated and solution-oriented approach undertaken by UNEP to address and resolve the triple-planetary crises. The marked word, like "action agenda," gives a positive evaluation of the techniques and plans initiated by UNEP. The positive evaluation is aligned with Stibbe’s (2015) idea of explicit appraisal patterns, where specific linguistic characteristics reveal positive

aspects or parts of life. The phrase "Action agenda that" has function as a phrase that consists of purr words, showing the positive cluster of lexicons that have a positive contribution to the whole evaluation of UNEP's struggles in the environmental plan.

The third cluster is in accordance with Stibbe's (2015) concept of evaluation, which involves how language shapes the mind through which an individual judges whether a particular area of life is good or bad. Likewise, in the context of speech, the cluster of words "Nature and Biodiversity" has a positive and explicit evaluation, unearthing the importance of these elements in global scenarios, and word items like "biodiversity" and "nature" deliver a positive evaluation of their significance. And deliver them an essential for the betterment of the planet and people. This is aligned with Stibbe's idea of explicit appraisal items, where specific linguistic characteristics reveal positive directions or parts of life. The phrase "Nature and Biodiversity" has the function of purr-words, which reveal a cluster of words that add to the whole evaluation of the struggle to resolve the planetary crises.

The fourth is in accordance with Stibbe's (2015) concept of evaluation, which studied the role of language in shaping the mindset and the existing mindset through which evaluation of good and bad areas of life is done. Likewise, in the provided text, the cluster of words "healthy and sustainable" aligns with Stibbe's (2015) concept of evaluation within the ecolinguistics perspective. Evaluation involves concepts existing in people's minds by which they judge whether a certain area of life is positive or negative. The phrase "healthy and sustainable" represents an explicit and marked appraisal item, emphasising a positive evaluation. In the context of speech, words like "health and sustainable" highlight explicit and marked appraisal units and stress a positive evaluation. Here, the positive evaluation is visible in the explicit application of "healthy and sustainable," unearthing the desirable characteristics of the environment. These word items are marked declarations, revealing a positive evaluation of the environmental situation in the context of biodiversity maintenance and restoration. The cluster "healthy and sustainable" has the role of purr words, revealing the assembly of positive words that add to a whole positive evaluation story. This positive evaluation has associations with the identification of human rights in a clean, healthy, and stable environment. As it is evident from the historical resolutions by the Human Rights Council and the UN General Assembly.

Table 18 Collocation for “pollution”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Plastic	1	74	74	0	12
Chemicals	3	12	11	1	12

Here, the term “pollution” has frequently been collocated with words that deliver actions that aim at communicating and alleviating environmental problems. The collocation of “pollution” and “end” proposes a positive evaluation, highlighting the ending of plastic pollution and a proactive and resolution-oriented approach. This collocation of “pollution” and “waste” reveals the negative evaluation and can be associated with the negative aftermaths of pollution, stressing the need to reduce practices of waste release that contribute to the degradation of the environment.

Table 19 Collocation for “Action”

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Nature	1	25	15	10	15
Plastic	4	7	1	6	7

In the provided speech text, the collocation analysis of the word "action" with the words "nature" implies a positive evaluation, emphasising the need for proactive measures to protect and preserve the environment. It aligns with the concept that action is crucial for maintaining the health of nature. The use of "nature action" underscores the urgency of addressing environmental challenges through intentional efforts. In the provided context of the text, the collocation of “action” with “plastic” foregrounds a proactive and intentional approach to resolving the problem of plastic pollution. Stibbe’s notion of “evaluation” includes investigating linguistic choices to provide a specific stance, and here the collocation is a marked choice, revealing a positive evaluation of the actions taken to monitor plastic waste. The application of “action” with “plastic” implicates a cautious effort to fight against plastic pollution and produce positive change. This highlighted collocation proposes an affirmative evaluation, describing the initiatives as praiseworthy and essential steps for resolving

the environmental issues caused by plastic pollution. By analysing the speech for marked, unmarked, and implicit words, one can distinguish the speaker's stance on the struggles to fight against plastic pollution. This analysis provides awareness of the positive nature of the actions and identification of their significance in resolving the global issue of plastic waste.

Table 20 Collocation for "Nature"

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Action	1	28	22	6	19
Based	3	28	0	28	4

In the provided speech text, the collocation analysis of the word "nature" with the words "action" reflects an evaluation of the relationship between human activities, environmental protection, and sustainable approaches. The collocation of the word "nature" with the word "action" reveals the evaluation related to the relationship among human activities, environmental preservation, and sustainable approaches. This collocation suggests a positive evaluation, emphasising the importance of taking proactive measures and initiatives to protect and preserve the environment. It aligns with the idea that action is crucial for maintaining the health of nature. The collocation of "nature" with based" reveals in the provided speech text that the collocation of "nature" with "based" emphasises the importance of solutions grounded in natural processes and ecosystems. Stibbe's concept of "evaluation" involves analysing linguistic choices to convey a particular stance, and in this context, this collocation serves as a marked choice, indicating a positive evaluation of nature centric approaches to address global challenges and stressing the significance of remedies rooted in natural procedures and ecosystems. Stibbe's notion of "evaluation" involves examining linguistic choices to provide a specific stance, and in the present context, this collocation serves as a marked selection, revealing a positive evaluation of nature-focused approaches to solving global issues of pollution and environmental crises. This highlighted collocation reveals a positive evaluation of initiatives that include nature as a basic component of a resolution to the triple planetary crises.

Table 21 Collocation for “Sustainable”

Words	Rank	Freq (LR)	Freq(L)	Freq (R)	Range
Development	1	17	0	17	7
Environment	4	6	0	6	5

In the provided speech text, the collocation analysis of the word "sustainable" with the words "development" and "environment" reflects an evaluation of the importance of incorporating sustainability principles into various aspects of human activities and policies. The collocation "sustainable development" implies a positive evaluation, emphasising the need for development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It aligns with the concept of sustainable development as a holistic and forward-looking approach. The term "sustainable development" signals a positive appraisal of development practices that consider long-term environmental, social, and economic impacts. The collocation "sustainable environment" suggests a positive evaluation, emphasising the importance of maintaining an environment that can endure and thrive over time. It aligns with the concept that human activities should be conducted in a way that minimises negative impacts on the environment, ensuring its longevity and health. The term "sustainable environment" reflects a positive appraisal of environmental practices that prioritise conservation and responsible resource management. In the context of Stibbe's "evaluation" concept, these collocations indicate a positive assessment of the integration of sustainability principles into development and environmental practices. The speech underscores the significance of adopting sustainable approaches to address challenges, emphasising the positive outcomes for current and future generations.

4.5.1 Concordance for “pollution”

- Planetary crisis of climate change, nature and biodiversity loss, and **pollution** and waste. It hinders the right to a healthy environment.
- Pollution and waste - is threatening to sweep humanity backwards.

In the given speech text, the term "pollution" aligns with Paul Stibbe's (2015) concept of evaluation within the ecolinguistics perspective. Stibbe's framework

emphasises how language contributes to framing perceptions and attitudes towards environmental issues. In this context, the term "pollution" is used to convey a negative evaluation, framing plastic pollution as a critical concern. The negative evaluation of pollution is evident as the speech discusses the adverse impacts of plastic pollution on the planet. Stibbe's evaluation concept involves analysing linguistic features that convey positive or negative assessments, and in this speech, negative evaluations associated with pollution are prominent. The speech urges transformative actions to address plastic pollution, emphasising its hindrance to a healthy environment and sustainable development. Therefore, in an ecolinguistic analysis, the term "pollution" contributes to a framing type characterised by negative evaluation or crisis framing. It serves to evoke a sense of urgency and a call for collective action to mitigate the detrimental effects of plastic pollution. In the context of the provided analysis, the word "pollution" is used explicitly to convey a negative evaluation of the environmental situation. The explicit use of the term "pollution" signals a direct acknowledgment of the environmental harm caused by plastic waste. Furthermore, the word "pollution" can be considered marked in this context. The negative connotations associated with pollution are culturally and linguistically ingrained, making it a marked term that signifies environmental degradation and harm. In contrast, an unmarked term might lack such negative connotations. The explicit use and negative evaluation associated with "pollution" contribute to a crisis framing, emphasising the severity of the issue and the need for urgent action. In summary, in the given context, "pollution" is an explicit, marked term that aligns with a negative evaluation, emphasising the urgency and severity of the environmental challenges posed by plastic pollution.

4.5.2 Concordance for “action”

-galvanizing global **action** on plastic pollution.
- I see the framework as a real opportunity to mainstream **action** on nature.
- These will undoubtedly be important moments to set the tone for **action**.

In the provided speech text by Inger Andersen on galvanising global action on plastic pollution, the concept of evaluation, as per Stibbe's (2015) framework in ecolinguistics, is evident in expressions that convey judgements on the state of the environment, climate change, and proposed actions. Evaluation, in this context, refers to linguistic features that highlight the positive or negative aspects of the discussed

issues. Throughout the speech, negative evaluations are employed to underscore the urgency of addressing plastic pollution and climate change. Positive evaluations are present, such as "Success is creating new jobs, new markets, and new business opportunities." Here, positive language is used to emphasise the potential benefits of successful actions against plastic pollution. The use of explicit and implicit appraisal items, marked and unmarked expressions, and grammatical structures contributes to the evaluation story in the speech. The speech employs a positive evaluation to convey the gravity of the environmental challenges and the potential positive outcomes of effective action.

In the provided speech text by Inger Andersen, the term "action" is implicitly framed with positive evaluation, aligning with the urgency and importance of addressing environmental challenges. The use of the word "action" itself is more explicit, as it directly communicates the need for proactive measures. However, the evaluation of action as positive is implicit in the surrounding context, emphasising the critical role of action in mitigating plastic pollution and climate change. The positivity associated with the term "action" can be considered somewhat marked in the sense that it is explicitly stated that "action is the key word here." The use of the "key word" marks the significance of action, attributing a positive value to it. Therefore, in the context of the speech, "action" is both explicitly and implicitly framed with a positive evaluation, and it is somewhat marked through explicit statements emphasising its importance.

4.5.3 Concordance for “nature”

- The first area is resilience and adaptation through investments in **nature**-based solutions.
- The second area is **nature**-positive...
- Because we need water for people..... water for **nature**.

In the provided speech text, the term "nature" aligns with Paul Stibbe's (2015) concept of evaluation within the ecolinguistics perspective. Stibbe's framework emphasises the linguistic features that convey positive or negative assessments of certain aspects of life, and in this context, "nature" is used to convey a positive evaluation associated with environmentally sustainable and resilient practices. The positive evaluation of "nature" is evident as the speech discusses initiatives such as nature-based solutions, ecosystem-based adaptation, and integrated water resource

management. The language used, such as "resilience through nature-based solutions," "nature-positive, climate-friendly food systems," and "water for nature," reflects a positive appraisal of approaches that prioritise harmonious coexistence with natural systems. Stibbe's evaluation concept involves analysing linguistic features that convey positive assessments, and in this speech, positive evaluations associated with "nature" are prominent. The speech underscores the importance of integrating nature into climate adaptation, food systems, and water resource management, portraying it as a solution and a positive force. Therefore, in an ecolinguistic analysis, the term "nature" contributes to a framing type characterised by positive evaluation. It serves to highlight the significance of nature-centric approaches in addressing environmental challenges and promoting sustainable practices. The positive evaluation of "nature" aligns with the overarching theme of seeking solutions and resilience in the face of climate change and ecological concerns. In the context of the provided speech text, the term "nature" is explicit, marked, and carries a positive evaluation. It is explicit because it is directly mentioned and emphasised in the discourse. The term is marked as being laden with positive connotations, portraying nature as a source of resilience, solutions, and positive outcomes in the face of environmental challenges. The explicit use of "nature" in phrases like "resilience through nature-based solutions" and "climate-friendly food systems" highlights its significance in the discourse. The term is marked by positive evaluation as it is consistently associated with constructive actions such as conservation, adaptation, and sustainable resource management. The positive evaluation of "nature" is further emphasised by the contrast with the negative aspects discussed in the speech, such as water scarcity and environmental challenges. The explicit and marked use of "nature" serves the purpose of framing it as a solution and a positive force in addressing complex issues related to climate change and resource management.

4.5.4 Concordance for “sustainable”

- Get the redesign right and we produce **sustainable** and safe plastic alternatives.
- Restoring water bodies is about **sustainable** development.

In the provided speech text, the term "sustainable" aligns with Arran Stibbe's (2015) concept of evaluation within the ecolinguistics perspective. Stibbe's framework emphasises linguistic features that convey positive or negative

assessments, and "sustainable" is explicitly used to signify positive evaluation throughout the discourse. The term "sustainable" is marked and explicit, as it is directly mentioned in phrases like "sustainable and safe plastic alternatives" and "sustainable development." These instances highlight the positive connotation associated with the term, framing it as a desirable and beneficial quality in various contexts, such as waste management, the economy, and development. The use of "sustainable" is consistent with the overall positive evaluation and solutions-oriented tone of the speech. It is employed to convey the idea that by getting the redesign right, positive outcomes, such as sustainable alternatives, manageable waste management, and a sustainable economy, can be achieved. In the ecolinguistic analysis, "sustainable" contributes to a framing type characterised by positive evaluation, reflecting an optimistic and proactive stance towards addressing environmental challenges and promoting responsible practices. In the context of the provided speech text, the word "sustainable" is explicit and marked. It is explicit because it is directly mentioned in the text, and it is marked because it carries a specific, positive connotation. The term is used to convey a positive evaluation of practices and outcomes related to environmental, economic, and developmental aspects. Explicit words are overt and clearly stated, leaving no room for ambiguity, and in this case, "sustainable" is overtly employed to emphasise the positive and desirable nature of the mentioned alternatives, economy, and development.

4.6 Conviction

The table below reveals the trigger words for conviction. The frequent word "must" has a frequency of 74, and the last word "obviously" in the table has a frequency of 2. Next from table 23 to table 27 are the collocations of each trigger word, and then there are concordances of each trigger word. All this helps the researcher find out the obligations or firm beliefs that are propagated in the selected speeches.

Table 22 Frequency of words for “conviction”

Words	Rank	Freq	Range
Must	35	74	18
Seen	465	6	4
Showed	817	3	2
Opinion	1093	2	2
Obviously	1093	2	2

Table 23 Collocation for “must”

Words	Rank	Freq (LR)	Freq(L)	Freq (R)	Range
We	1	27	27	0	15
Be	2	13	0	13	10
Sector	3	6	6	0	4

With its collocations, “must” is applied as a modal verb as it is expressing the need and obligation. The context-conviction technique that has an association with the above-given collocation is as follows: Here, the speaker is stressing the imperative of different actions, such as decreasing greenhouse gases, eliminating plastic pollution, and changing the growing trend that raw polymers are cheaper than recycled polymers. The speaker is stressing the imperative types of different performances, eliminating the misconception of absurdity that raw polymers are cheaper than recycled polymers, decreasing greenhouse gas emissions, and resolving plastic pollution. “Must” delivers a strong necessity and obligation, revealing that these actions are not optional in nature but essential in the resolution of environmental issues. The excessive use of "must" in different contexts foregrounds the immediacy and significance of the mentioned actions. The excessive application unearths the seriousness of the obligations, highlighting the speaker's steady conviction and immediacy in the resolution of environmental issues. The application of must in directives and statements is for environmental policies, plastic pollution, etc. The use of "must" in directives and statements related to environmental policies, plastic pollution, and international agreements. The application of "must" reveals the

authoritative tone and suggests that the speaker is highlighting imperative demands rather than making prepositions. This increases the conviction related to specified obligations. The application of "must" in the context of immediate actions needed in different sectors, climate change adaptation, and preservation of plastic pollution. Here "must" foregrounds a sense of immediacy, revealing that these actions needed to be held appropriately to resolve urgent and future environmental issues. The application of "must" without qualifiers provides an obvious and unambiguous claim and position. The absence of qualifiers clears ambiguity, stressing a strong and definite outlook. Hence, this is all aligned with Stibbe's (2015) notion of conviction, which is expressed as language through its application that reveals a strong obligation or belief in a specific viewpoint or doing. Likewise, the word "must" has been applied to convey an authority's tone, stressing the need and obligation of different actions to resolve environmental problems. The conviction has been generated by clear language, repetition for stress, and an implied sense of immediacy.

Table 24 Collocation for “seen”

Words	Rank	Freq (LR)	Freq(L)	Freq (R)	Range
Have	1	3	3	0	3
As	2	2	0	2	1

With its collocations, the term "seen" is employed to highlight instances of support, engagement, and actions related to environmental governance, plastic pollution, and success. The application of "seen" in this context reveals a positive assessment of the observed steps and initiatives. It implicates a firm agreement with the strength and positive conclusions of this environmental struggle. The usage of "seen" in this condition reveals a positive assessment of the observed doings and initiatives, and it indicates a firm commitment to the usefulness and positive aftermath of these environmental struggles. The application of positive language like "seen" provides a sense of promise and guarantee. The quantifiers like "strong support" increase the conviction, stressing the power and productiveness of the ascertained doings. Many references, like UNRC, FAQ, UNEP, and the Green Climate Fund, add sovereignty to the scrutiny. Adding authoritative sources like Minister Rahman and Yannick Glemarec contributes to the worth and conversation of the speech. Hence,

Stibbe's notion of conviction is the application of language that reveals firm commitment or belief in regard to action or view. Likewise, conviction in the application of "seen" is produced through the application of positive language. Mentioning the support of authoritative figures like Minister Rahman and Yannick Glemarec contributes to the credibility and conviction of the statements. Stibbe (2015) defines the notion of conviction as the application of language that reveals a firm belief or obligation related to a viewpoint or action. Likewise, the conviction in the application of "seen" has been produced by positive language and references to authority means, revealing firm agreement with the positive outcomes of environmental initiatives.

Table 25 Collocation for "showed"

Words	Rank	Freq (LR)	Freq(L)	Freq (R)	Range
Report	1	1	1	0	1
UNEA	1	1	1	0	1

With its collocations, the application of "showed" conveys the result of the fifth United Nations Environment Assembly (UNEA 5.2) and the whole tie of the international public to resolve the problem. Here "showed" reveals the important actions taken during UNEA 5.2, where nations agreed on the need for a global binding commitment on plastic pollution. The term indicates a positive outcome and a sense of determination in addressing the global problem of plastic pollution. This term reveals the positive aftermath and a sense of willpower for resolution of the international issue of plastic pollution. The application of "showed" highlights the positive aftermath of UNEA 5.2, stressing the collective will and willpower to handle plastic pollution. This term implies a firm commitment to the necessity of tangible actions to resolve the environmental issue. The allusion to UNEA 5.2 in a text reveals the commitment to the necessity of a legally binding commitment and quantifies the importance of the aftermath. In relation to a legal agreement, which adds authority and conviction to the speeches, the succeeding information related to the Intergovernmental Negotiating Committee and its role in ending the commitment by 2024 reveals a call to action, stressing the agreement to resolve the problem. Stibbes (2015) idea of conviction reveals the language used to express a firm agreement or

belief for a specific viewpoint or action. Likewise, the “showed” has been applied, which expresses positive aftermath and determination from UNEA 5.2, and the use of other strategies, which are evident, highlights the commitment of the global public to resolute plastic pollution.

Table 26 Collocation for “opinion”

Words	Rank	Freq (LR)	Freq(L)	Freq (R)	Range
Recent	1	2	2	0	2
Piece	1	2	0	2	2

In the context of speech, the term “opinion” and its collocations or highlight a recent authored article or explanation possibly expressing an aspect of the issue related to plastic pollution and the function of different stakeholders, especially the petrochemicals and fossil fuel sectors. Here, that word has been used in relation to an article written by Paul Polman for Fortune. This article possibly talks about the recent lobbying struggles of specific companies. In the context of international talks on plastic pollution. The term implies that the views expressed in the article are based on a well-considered perspective, contributing to the conviction of the statements. The reference to the article contributes credibility, and the word implies the appropriateness of the opinion revealed. The quantifiers like “some companies” and the mention of the lobbying struggle quantify the influence of the doings, contributing to the conviction of the argument. The whole tone of the paragraph reveals the shift in the method of the previous mentioned sectors, which reveals a transition in direction is a necessity. Stibbe’s (2015) idea of conviction is the use of language that expresses firm agreement or belief about a particular viewpoint or action. Likewise, the use of “opinion” here highlights the authoritative sources, quantifiers, and a voice, which proposes a call to action.

4.6.1 Concordance for “must”

- Committee is thrashing out a deal on plastic pollution, which **must** be finished by 2024.
- Action in the sectors most responsible **must** be backed with national action plans.

- But it is clear, however, that the focus **must** be on solutions.

In the context of speech, the frequent application of the modal "must" reveal a high level of conviction and agreement from the speaker. Stibbe's (2015) idea of "conviction" is visible in the applied language, as is the speaker's position on different problems in regard to environmental issues and the necessity of actions to resolve them. The application "must" in regard to the Intergovernmental Negotiating Committee foregrounds the imperative essence of fulfilling the deal related to plastic pollution by 2024. It stresses the immediacy and need for international collaboration in making and implementing the correspondence, involving governments and industries. The frequent use of "must" in different conditions throughout the whole speech highlights the speaker's enduring conviction in the suggested solutions and the immediacy of taking action.

This conviction is not solely built on linguistic features like modals but is also supported by references to authoritative sources. The speech makes references to international agreements, frameworks like the Kunming-Montreal Global Biodiversity Framework, and resolutions passed by Member States at the UN Environment Assembly. These references to global initiatives and agreements provide a factual foundation for the speaker's statements, contributing to the overall conviction of the narrative. This conviction is not merely based on linguistic characteristics like modals but is also backed by references to authorities means. In the ecolinguistics dimension, these investigations reflect a discourse highly embedded in environmental advocacy. The linguistic characters used align with ecological-based notions, stressing the interconnection of environmental problems and the need for urgent and collaborative actions. Stibbe's (2015) notion includes the use of language that shows belief or strong commitment to a specific notion or action. Likewise, the application of "must" in the speech presents a linguistic technique to provide a solid sense of conviction and immediacy.

4.6.2 Concordance for showed

- Because 2022 **showed** all too well the vulnerabilities....
- This report **showed** the importance of tackling AMR through a One Health response.

In the given context, "showed" is employed to provide information and stress the importance of events and growth in environmental issues. Here, the term "showed" has been employed to argue the reality and significance of particular happenings. In the first instance, the speaker uses "showed" to underscore the evident vulnerabilities exposed in 2022 due to the triple planetary crisis. This usage creates a sense of conviction by grounding the statement in the observable and tangible consequences of environmental issues. The technique of building conviction through the use of "showed" is complemented by references to authoritative sources and concrete actions taken by nations, such as the agreement on the need for an international legally binding agreement on plastic pollution and the establishment of the Loss and Damage Fund at COP 27. These references contribute to the factual grounding of the narrative, aligning with Stibbe's concept of using authoritative sources to enhance conviction. The strategy of building conviction through the use of "showed" is completed by references to autoreactive means and tangible actions occupied by nations, like commitment to the need for a global agreement on plastic pollution and the launch of the Loss and Damage Fund at COP 27. These references add to the factual base of the narrative. According to Stibbe (2015), an idea is the inclusion of language that expresses a firm commitment or belief related to a specific idea or action. Likewise, the analysis shows a discourse that unites linguistic elements with factual data and authoritative references, which provides strong conviction about the immediacy and importance of collectively resolving environmental problems.

4.6.3 Concordance for opinion

- In a recent **opinion** piece for Fortune, Paul Polman wrote.....
- As Paul Polman wrote in a recent **opinion** piece on plastic pollution.

In the given speech context, the term "opinion" has been applied for expressing ideas and aspects, and analyses of "opinion" include investigating the linguistic techniques applied to present views, supported by authoritative means. The first example includes a saying from a Paul Polman opinion piece where the word "opinion" has been applied to feature a view related to the lobbying struggle of specific companies in the petrochemicals and fossil fuel sectors, and this aligns with Stibbe's notion of conviction as it provides a specific perspective on the idea of the doings of these companies. The authoritative means (fortune) contribute reliability to

the statements. The second example, quoting Paul Polman, stresses the necessity for an effective and mandatory set of global principles and responsibilities. Here, the word “opinion” is part of a larger argument supporting the notion that such principles would be advantageous for everybody. The authoritative means mentioned earlier and the particular platform (fortune) are known for an informed opinion and the trustworthiness of the argument. From an ecolinguistic dimension, this analysis considers the factual base and authoritative means rooted in the offered opinions. This credibility is stressed by the significance of depending on accurate information and authoritative voices in environmental discourse. Stibbe’s notion of conviction is defined as involving language that shows a firm commitment or belief in a particular view or action. Likewise, the term “opinion” in the speech has been applied for describing the viewpoints and aspects, and the analysis foregrounds the connection with Stibbe’s notion of conviction, supported by authoritative means and firm advocacy stone.

4.6.4 Concordance for seen

- Today, a healthy environment is **seen** as the bedrock upon which all development is built.
- We have **seen** signs of a whole of government....

In the context of speech, the term “seen” has been employed to provide a sense of identification, which is in accordance with Stibbe’s (2015) notion of conviction. The strategy of conviction has been reinforced by including authoritarian means and tangible examples. The first example stresses the transition in societal perceptions, where a healthy environment is now seen as basic for all development. The application of “seen” gives observational conviction with the help of the evolution of environmental responses with the passage of time. The word “seen” reveals the acceptance of struggle, explaining a conviction that a collective approach including governments and communities is on the way. The references to the UN and FAO strengthen the worth of the observation. The term seen has been applied to reveal the identification of help, providing conviction in the commitment processes of the Living Indus Initiative. The application of “seen” reveals an acceptance of successful strugglers, revealing a conviction in the practicality of such an approach. Stibbe’s idea of conviction involves the application of language that reveals a belief or strong commitment to a particular idea or action. Likewise, the term “seen” in the

speech has been applied as a linguistic tool to describe convictions rooted in examinations and identifications. This strategy is complemented by many things, like referencing authoritative sources, providing tangible examples, and raising broader awareness of environmental transitions.

4.7 Erasure

The table below shows the trigger words for erasure. “Pollution” is the most frequent word with frequency 143, and the last word in the table is “polluter” with frequency 1. Next table 29 reveals the high rank collocation of each trigger word. Then there are concordances for each trigger word. All this helps us understand how a particular notion is erased in the environmental context of selected speeches.

Table 27 frequency of words for “Erasure”

Words	Rank	Freq	Range
Pollution	14	143	22
Global	27	86	21
People	59	41	14
Human	70	37	15
Friends	105	28	14
Multilateralism	404	7	5
Others	665	4	4
Another	817	3	3
Nation	817	3	2
Absurd	1556	1	1
Absurdity	1556	1	1
Polluted	1556	1	1
Polluter	1556	1	1

Table 28 Collocation of words in Table 27

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Pollution, Plastic	1	74	74	0	12
Global, biodiversity	2	16	0	16	18
People, million	4	5	5	0	3
Human, rights	2	10	0	10	2
Friends, my	3	3	0	3	3
Multilateralism, networked	1	2	2	0	1
Others, scraps	1	1	1	0	1
Another, direction	1	1	0	1	1
Nation, every	1	3	3	0	2
Absurd, that	1	1	0	1	1
Absurdity,	-	-	-	-	-
Polluted, increasingly	1	1	1	0	1
Polluter, pay	1	1	0	1	1

In the present speech context, the collocation of "pollution" with "plastic" reveals the emphasis on the environmental and ecological issues due to plastic pollution. This collocation frequently happens in the selected speeches, hinting at a

close relationship between plastic and its bad effects on the environment. The speaker is revealing the larger aftermaths of plastic pollution, ranging from its existence in oceans and bodies of animals to its function in worsening the triple planetary crises. In the present context, the collocation analysis of "pollution" with "plastic" is in accordance with the erasure notion by acknowledging and going against the environmental problem rather than neglecting it. The intentional application of "plastic pollution" leads our attention to a particular environmental issue that might go unnoticed if just the generic term "pollution" were applied. The erasure kind that is employed in the present context is where particular environmental problems are subsumed under the broader term, blocking a nuanced grasping of ecological issues. Stibbe's (2015) notion is defined as identifying linguistic choices that neglect or overlook environmental problems. Likewise, the erasure strategy applied in the speech highlights that the speaker is consciously stressing the particular problem of "plastic pollution" within the larger category of pollution. In doing that, the speech wants to stop the oversight of the unique issue associated with plastic waste. The erasure kind that is applied here reveals a particular environmental problem. In the context of speech, the speaker is stressing the particular environmental problem of "plastic pollution" within the larger term "pollution." The proposed erasure kind aligns more with "The Void" Because the speaker is not fully neglecting the environmental problem by employing the word "plastic pollution" as a mask that masks and reveals the different challenges that relate to "plastic waste" within the broader category of pollution.

In the provided text, the collocation analysis of "global" with "biodiversity" emphasises a global perspective on biodiversity, indicating the interconnectedness of biodiversity issues across the planet. The speaker is addressing the need for global cooperation and action to address the crisis of biodiversity loss. In the context of Stibbe's "erasure" concept, the suggested erasure type is "The Void." In the given context of speech, the collocation analysis of "global" with "biodiversity" stresses a global dimension of biodiversity, highlighting the interconnection of biodiversity problems on the planet. The speaker is addressing the necessity of global collaboration and action to resolve the problem of biodiversity loss. The reason is that "global" acts as a mask, revealing the global nature of biodiversity issues within the broader environmental discourse. It does not erase the notion of biodiversity, although

it draws our attention to the reality that biodiversity loss is an international problem that demands collective struggle. The application of "global" serves as a qualifier, shaping biodiversity as an issue that crosses individual nations or areas. The erasure strategy includes stressing the global dimension of biodiversity while acknowledging its presence. It motivates cooperation on a global level to resolve the issues caused by biodiversity loss. Stibbe's (2015) notion of erasure means ignoring or removing certain views in conversations. Likewise, the erasure strategy stresses the international dimension of biodiversity while acknowledging its presence. It motivates cooperation on an international level to resolve the problem caused by biodiversity loss. The term "global" acts like a lens, guiding attention to the interconnected and comprehensive nature of biodiversity issues.

In the given context of speech, the collocation analysis of "humans" with "rights" stresses the human-centric dimension of rights and focuses on especially the rights to a neat, healthy, and sustained environment. The speaker is stressing the meeting of human rights and environmental preservation, accepting the role of people, native people, and environment savers in saving nature. The void's erasure is relevant here. The reason is that the phrase "human rights" aligns with the notion of void, as it is leading our attention to the interconnection of human betterment and environmental protection. It does not erase the broader notion of rights; rather, it reveals a particular facet, foregrounding the environmental aspect of human rights. The application of "human" with "rights" serving as a qualifier shapes rights in the situation of environmental responsibility and protection. Stibbe's. (2015) notion of erasure is when some perspectives or voices are left out or overlooked. It stresses the inseparable connection between human rights and the environment, motivating an aspect that integrates the betterment of individuals with the health of the globe, but it does not completely erase the environment issue.

In the given context of textual speech, the collocation analysis of "friends" with "my" stresses a sense of "companionship" and "cooperation," speeding up a connection with the target audiences. The word "friends" is employed as a kind of address, creating an inclusive and friendly voice. "The Void" erasure kind is appropriate here because the word "friends" performs as a mask, hiding a formal address. Here, it is establishing an individual and accessible relationship with the target audience, erasing the hindrances, and fostering a shared understanding of

responsibility. The application of "friends" shapes an informal atmosphere, stressing and inviting collective participation in the transition process.

The erasure technique involves employing inclusive language to erase hierarchical or formal distinctions between the speaker and the audience. It underscores a collaborative approach, encouraging the audience to be active participants in the shared goal of addressing challenges like antimicrobial resistance, climate change, and plastic pollution. Stibbe's (2015) notion of erasure is defined as not including or paying attention to particular opinions. recognition of linguistic features that neglect certain aspects. The erasure strategy includes applying inclusive language to remove hierarchical or formal scenarios, like the difference between the talker and the audience. It is emphasising the collective struggle and motivating the audience to be active in the shared goal of resolving environmental issues. Stibbe's (2015) idea of erasure is defined as the identification of linguistic features that oversee certain environmental problems. The erasure technique involves employing inclusive language to eliminate hierarchical or formal scenes, like a distinction between the talker and audience. It stresses the collaborative struggle and encourages a shared aim for the resolution of environmental problems.

4.7.1 Concordance for “pollution”

- Tackling antimicrobial resistance: Stopping **pollution** at source.
- A coordinated effort to stop **pollution** at source.

The text highlights the environmental pollution caused by the pharmaceutical, agriculture, and healthcare sectors, contributing to the emergence and spread of AMR. The call-to-action centres on erasing or minimising this pollution, emphasising the need for systemic change to ensure a healthy environment. The text foregrounds the environmental pollution produced by pharmaceutical, agriculture, and healthcare institutes, adding to the emergence and advance of AMR. It stresses the action or eliminating the pollution, stressing a necessity for an organised way to change to certify a healthy environment. The proposed type is "The Void" as the speech text for removing the detrimental effect of pollution on antimicrobials. It produces a conceptual void by stressing the stopping of activities that contribute to pollution, foregrounding the necessity for an organised change to guarantee a healthy environment. The proposed kind is "The Void," as the text prescribes for removing the damaging effect of pollution on antimicrobials. It produces a conceptual void by

stressing the hindering of doings that contribute to pollution, specifically in the sectors of pharmaceuticals, agriculture, and healthcare. The erasure includes motivating organised changes, policy changes, and international cooperation to remove pollution. Stibbe's (2015) notion is the recognition of linguistic choices to oversee environmental issues; likewise, this aligns with an ecolinguistics perspective by highlighting the interconnectedness of human, animal, plant, and environmental health, promoting a holistic "One Health" approach. The repeated emphasis on stopping pollution at the source serves as a linguistic strategy to erase harmful practices and instigate a paradigm shift towards sustainable and responsible actions. This is aligned with an ecolinguistics dimension by stressing the interconnection of human, animal, plant, and environmental wellbeing, motivating an all-inclusive "One Health" approach. The repeated stress on stopping plastic pollution serves as a linguistic technique to remove harmful doings and start a paradigm shift to stable and accountable doings, but it does not draw our attention towards the bad impacts of plastic pollution but stresses the removal of plastic pollution.

4.7.2 Concordance for “Global”

- Indus initiative must also play its part in meeting the **Global** Biodiversity Framework.
- The de-fragmentation of the **global** environmental agenda...

The word “global” in the given context has an important function in stressing the global and interconnected nature of environmental issues and remedies. Examining its concordance in light of Stibbe’s (2015) notion of “erasure,” the term global has been frequently applied to highlight the larger and multi-dimensional environmental problems. It has appeared in conjunction with many phrases like “global environmental agenda,” “global headquarters,” and “new Global Biodiversity Framework.” The term “global” masks the different aspects and priorities of individual nations within the larger global discourse. It does not take into consideration the potential differences in environmental issues faced by different countries. *“Because the triple planetary crisis is one indivisible crisis.”* Although stressing the interconnection of the triple planetary crises, the void of erasure is rooted in not explicitly expressing the different effects or experiences that different geographical regions may face within the issue.

From an ecolinguistics standpoint, recognising erasure is vital for fostering a more inclusive and equitable environmental discourse. The term "global" contributes to a shared understanding of the interconnectedness of environmental challenges on a planetary scale. However, an ecolinguistic analysis prompts the need for further unpacking and addressing the diverse realities, voices, and priorities within the global environmental narrative. From an ecolinguistic aspect, identifying erasure is important for encouraging a more comprehensive, reasonable, and environmental discourse. The word "global" adds to a shared grasping of the interconnection of environmental issues on a planetary level. Though an ecolinguistics investigation stimulates the necessity for further unpacking and addressing the different realities and priorities within the international environment narrative. Hence, although the term "global" efficiently interconnects the all-encompassing nature of environmental issues, an ecolinguistic aspect reveals opportunities to increase the inclusivity and specificity of the particular discourse by accepting and resolving the different truths and priorities within the global narrative.

4.7.3 Concordance for "People"

- indigenous **people** drive sustainable water management practices.
- Actions that help **people** stand up for their right...
- Billions of **people** struggle to afford a healthy, balanced diet.

The concordance for the term "People" in the provided text reflects a strong emphasis on the importance of environmental actions that benefit communities and individuals. Analyzing this concordance through the lens of Arran Stibbe's (2015) concept of "erasure," we can identify instances of erasure in the speech text. The term "People" is consistently used in the context of emphasizing the impact of environmental challenges and the need for collective action. It is linked to themes such as protecting ecosystems, addressing plastic pollution, and ensuring human rights related to a safe climate and healthy ecosystems. The speech underscores the interconnectedness between environmental issues and the well-being of people globally.

Stibbe's concept of "erasure" involves the removal or neglect of certain perspectives or voices in discourse. In this context, erasure can be identified through the omission of specific groups or aspects in the discussion of environmental

challenges and solutions. The term "People" here masks the diversity within communities and might not explicitly address the unique challenges faced by various demographic groups (The Void of Erasure). While emphasizing the struggle of billions of people, the void of erasure might lie in not explicitly delving into the specific socio-economic or geographic factors contributing to this struggle.

The trace of erasure is evident in the estimation of the number of people affected by climate change-induced displacement, but it may not fully capture the individual stories, cultural impacts, or diverse experiences behind these statistics. From an ecolinguistics perspective, recognizing erasure is crucial as it prompts a more inclusive and nuanced dialogue about environmental challenges. In conclusion, while the speech effectively highlights the importance of environmental actions for the wellbeing of people, an ecolinguistic analysis reveals opportunities to further address and include diverse perspectives, experiences, and voices in the discourse on environmental challenges and solutions.

4.7.4 Concordance for “human”

- creating risks for **human** health and destabilizing the climate.
- Resolutions that recognize the **human** right to a clean....
- Multilateral action for **human** rights and healthy environment

In the context of speech text, "human" reveals a firm emphasis on the interconnection of human rights and environmental problems. The word "human" is consistently attached to rights, especially the right to sanitation, healthy, and consistent environment. This is aligned with the notion of erasure and stresses the perceived differences between human rights and environmental issues. In the ecolinguistics dimension, the excessive application of "human" foregrounds a conscious framing that wants to close the gap between discourse on environmental issues and human rights, propagating an all-inclusive grasping of the environment, which is fundamental to human betterment. The text foregrounds the revolutionary power of identifying human rights to a healthy environment and how it has affected actions by different stakeholders like the government, environmental defenders, etc. The text expresses that the acceptance of human rights to a healthy environment has affected international resolutions and frameworks, like COP 27 and COP 15, hinting at a transition to a more inclusive and sustainable multilateral methodology to address

environmental issues. Stibbe's (2015) notion of erasure is the act of neglecting or excluding particular notions in discussion. Likewise, the word "human" in the text of speech reflects a strategic application of language to remove the understood difference between human rights and environmental problems, which is in accordance with Stibbe's notion of "erasure," which prescribes for an integrated grasping of environmental discourse and human rights.

4.7.5 Concordance for “friends”

- **Friends**, we know that biodiversity is important.
- **Friends**, we are all in this together.....
- **Friends**, WFP and UNEP are partners that play to each other’s strengths.

The word "friends" in the context of speech stresses the collective and inclusive voice of the speech, promoting a sense of unity and shared duty. Stibbe's (2015) idea of "erasure" is relevant here, as the word has been used to create a collaborative identity and erase potential differences, which is in accordance with the notion that environmental issues demand collective struggle. The word 'friends' in the context of the speech’s text is technically applied to make a connection among different stakeholders, including the private and public sectors, WFP, UNEP, and communities. The linguistic choice adds to the removal of understood barriers and stresses the significance of collaborative performance in resolving complex problems like climate change, healthy environmental maintenance, and hunger. In the ecolinguistics aspect, the application of "friends” is in accordance with the notion of producing shared accounts that cross traditional limits. It foregrounds the interconnection of different actors and calls for collaboration in investigating nature-centered and people-centered remedies. Stibbe's (2015) notion of erasure is defined as the identification of linguistic choices that oversee any idea in the text. Likewise, the word "friends" reveals an intentional linguistic technique to remove difference, encourage cooperation, and stress the collaborative and whole-hearted duty of different stakeholders in resolving environmental and human-based issues. Here, the void kind of erasure is relevant as “friend” has been used to include target audience instead of mentioning them individually. This highlights a collective responsibility to fight against environmental issues.

4.8 Saliency

Table 30 reveals the trigger words for saliency, with the word “plastic” having a frequency of 150 and the last word in the table, “health,” having a frequency of 60. Next, table 31 reveals the highest rank collocations of each trigger word, and after that, the concordances of each trigger word. Next, table 32 reveals demonstratives; table 33 reveals the collocations of the words in table 32; after this, table 34 reveals the different linguistic strategies like lexical choice and parallelism; and then we are given all this insistency to understand the ways the saliency has been applied in the selected speeches.

Table 29 Frequency of words for saliency

Triggered words	Rank	Freq	Range
Plastic	13	150	12
Pollution	14	143	22
Climate	18	112	23
Biodiversity	21	101	20
Waste	25	87	22
Global	27	86	21
Environment	31	79	20
Action	32	78	23
Change	39	65	22
Environment	42	61	15
Health	44	60	19

Table 30 Collocation of words in Table 29

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
Pollution, plastic	1	74	74	0	12
Pollution, plastic	1	74	74	0	12
Climate, change	1	47	0	47	20
Biodiversity, loss	2	21	0	21	18

The collocation analysis of "plastic" with "pollution" in the provided speech text highlights a consistent pairing of these terms, indicating a strong semantic relationship. This collocation serves to emphasise the critical role of plastic in the issue of pollution, aligning with Stibbe's (2015) concept of "salience" in ecolinguistics. In the context of Stibbe's concept of "salience," certain linguistic choices are made to draw attention to specific aspects of environmental discourse. In this case, the frequent collocation of "plastic" and "pollution" enhances the salience of the connection between plastic and environmental harm in the discourse. The salience technique involves making certain aspects more prominent in language to draw attention to them. In the speech, the repetition of "plastic pollution" serves as a salience technique, consistently highlighting the environmental concern associated with plastic. This linguistic strategy aims to underscore the urgency and significance of addressing plastic pollution. By repeatedly linking "plastic" with "pollution," the speaker amplifies the environmental impact of plastic, reinforcing the idea that plastic is a major contributor to pollution. The salience of this connection is crucial for raising awareness and advocating for actions to mitigate the negative effects of plastic on ecosystems, human health, and the climate.

The collocation analysis of "pollution" with "plastic" in the provided speech text reflects a consistent pairing of these terms, suggesting a strong semantic association. This collocation adheres to Stibbe's (2015) concept of "salience" in ecolinguistics, where linguistic choices are made to highlight specific aspects of environmental discourse and draw attention to their significance. In the speech, the repeated coupling of "pollution" with "plastic" serves as a salience technique, emphasising the environmental impact of plastic pollution. This linguistic strategy

aims to make this particular issue more prominent and underscores the urgent need to address the negative consequences of plastic on ecosystems, human health, and the climate. By consistently presenting "plastic pollution" as a grave threat to the planet, human health, and prosperity, the speaker uses salience to underscore the importance of tackling this issue. This collocation helps shape the narrative around plastic pollution, making it a central focus of the discourse and signaling its critical role in the triple planetary crisis. The salience technique employed in the speech is intended to raise awareness, advocate for action, and position plastic pollution as a key environmental concern that demands immediate attention and comprehensive solutions.

The collocation analysis of "climate" with "change" in the provided speech text demonstrates a consistent pairing, adhering to Stibbe's (2015) concept of "salience" in ecolinguistics. The repetitive use of "climate change" serves as a salience technique, emphasising the significance of this environmental issue and contributing to its prominence in the discourse. In the speech, the collocation of "climate" with "change" is strategically employed to underscore the urgency and severity of the triple planetary crisis. The triple crisis encompasses climate change, nature and biodiversity loss, as well as pollution and waste. By repeatedly linking "climate" with "change," the speaker highlights the interconnectedness of these crises and emphasises the need for urgent action. This salience technique is intended to draw attention to the critical role of climate change within the broader environmental challenges discussed in the speech. It positions climate change as a central and overarching concern, impacting ecosystems, human health, and the overall well-being of nations and communities. Furthermore, the salience technique reinforces the idea that addressing climate change is crucial for tackling the triple planetary crisis comprehensively. The repetition of "climate change" throughout the speech aims to imprint this environmental issue in the audience's consciousness, urging them to recognise its gravity and take effective measures to address it. In summary, the collocation of "climate" with "change" is a salient linguistic strategy that contributes to the emphasis on climate change as a pivotal aspect of the triple planetary crisis in the provided speech text.

In the provided speech text, the term "biodiversity loss" is collocated, indicating a connection between the concept of biodiversity and its associated issue of

loss. In the context of Stibbe's (2015) concept of "salience" in ecolinguistics, salience involves deliberately emphasising and repeating certain terms or concepts to draw attention to them. In this speech, the collocation of "biodiversity" with "loss" serves as a salience technique by highlighting the critical issue of biodiversity loss. This deliberate pairing of words emphasises the urgency and significance of addressing the decline in biodiversity. The speaker aims to bring attention to the interconnected challenges of climate change, nature, biodiversity loss, pollution, and waste, collectively referred to as the "triple planetary crisis." The repetition of "biodiversity loss" throughout the speech signals its importance and encourages the audience to recognize the severity of the problem caused by pollution. The speaker likely employs this salience technique to underscore the need for immediate and effective action to address biodiversity loss within the broader context of environmental challenges. In summary, the collocation of "biodiversity" with "loss" in the speech serves as a salience technique, emphasising the urgency and centrality of addressing biodiversity loss in the discourse on environmental issues.

4.8.1 Concordance for “plastic”

- ...innovating your way away from **plastic** pollution immediately.
- Ending **plastic** pollution will bring a massive pay-off....
- World Environment Day, on 5 June, is themed under Beat **Plastic** Pollution.

In the provided context, the word “plastic” has an important function in resolving the problem of plastic pollution. The word “plastic” has been applied constantly in the whole speech, revealing its high frequency and worth. It is involved in the talk about the plastic industry, pollution, waste management, and the necessity for transformative actions. “Plastic” is an important theme, making up the base of the speech’s message. The immediacy of resolving plastic pollution is stressed, connecting it to different perspectives such as human health, economic health, climate economies, and the betterment of weak societies. The terms “pollution,” “waste,” and “recycling,” which are attached to “plastic,” provide an inclusive view of the multilayered issues attached to plastic and stress the necessity for a holistic approach. The speaker urges different government and private sectors, like civil society, scientists, campaigners, and native people, to take urgent action. The word “plastic” calls for and stresses the necessity of a combined struggle to fight against plastic pollution.

4.8.2 Concordance for “pollution”

- Governments can deliver a strong deal to end plastic **pollution**.
- And on the frontline of the **pollution** and waste crisis.

In the present context of speech text, the word "pollution" is in accordance with Stibbe's notion of salience. Stressing the important function of pollution in the larger discourse. The conscious reoccurring of "pollution" is a linguistic character technically bringing attention to its importance in the context of environmental issues, specifically plastic pollution. Stibbe asserts that salience is foregrounding particular terms to inspire thinking and actions. The reoccurring of “pollution” in the speech is a linguistic technique to highlight its main function in the triple-planetary crises: pollution and waste. In the present example, the re-occurring of "pollution" in the whole speech is a linguistic technique to highlight its main role in the triple planetary crises, including climate, nature, loss of biodiversity, and pollution. The conscious application of the term is in accordance with Stibbe's notion of salience, as it hints at a call to action and proposes that stakeholders identify pollution as a main issue in the discourse on environmental humiliation. By using salience, the speaker, from an ecolinguistics perspective, places conscious stress on "pollution" as a linguistic tool for advocacy, effecting the audiences to accept and resolute pollution as a main perspective in the thirst for sustainable environmental doings. This is in accordance with Stibbe's framework, which reveals action within the area of environmental discourse.

4.8.3 Concordance for “climate”

- The Ministry of **Climate** Change imposed a complete ban on the manufacture, import, sale, purchase....
- We must help vulnerable communities adapt to those impacts of **climate** change that are already here.

The concordance analysis of the word “climate” in the given context of speech highlights the prominence and significance of climate-based problems. The term “climate” has been applied technically throughout the whole text, highlighting a salient linguistic feature that draws our focus to the immediacy of resolving the climate crises. In the speech, “climate” has been linked with different dimensions like climate change effects, displacement, and the necessity of adaptation. This conscious

re-occurring reveals the multi-faceted nature of climate issues, linking them to problems like environmental governance, policy, and the larger sustainable development agenda. Here, the word “climate” is shaped saliently to highlight its centrality in the discourse of the environment. The deliberate application of the word is in accordance with Stibbe’s (2015) notion of salience, which involves shaping particular ideas or concepts to stand out in a particular discourse.

4.8.4 Concordance for “biodiversity”

- people suffering under the weight of the triple planetary crisis of climate change, nature and **biodiversity** loss, and pollution and waste.

In the given context of speech, the word “biodiversity” is salient and plays an important role in resolving the triple planetary issue. The frequency and contextual application of the word add to its prominence. The word “biodiversity” is mentioned explicitly in the text of the speech, revealing its significance in the context of the triple planetary crises. It is re-occurring to stress its importance in the discourse. “Biodiversity” is present in the broader talk of the triple planetary crises, particularly in relation to nature and biodiversity loss. It is mentioned as a main factor in achieving peace, stability, and resolving hunger and poverty. Whereas “biodiversity” is the main word, associated notions like “natural habitats” and “polluters” are presented. This variety supplements the discourse, showing the interconnection of biodiversity with other components of the issue. Biodiversity is technically mentioned throughout the whole speech, revealing its constant significance in the speaker’s narrative.

4.8.5 Concordance for “waste”

- Pakistan has encouraged industries and companies to collect their plastic **waste** and recycle it in environmentally safe manner.....
- The informal sector is crucial in **waste** recycling in Pakistan...

The word “waste” reveals the speaker’s focus on environmental inferences like plastic application, specifically in the context of recycling and the informal waste sector. The word becomes salient as it guides focus to the multifaceted perspectives of waste management, adding the involvement of the informal segment, the necessity for just change for workers, and the significance of including different stakeholders.

Here, the word “waste” has a broader implication for justice, transition, and the engagement of different communities. This repetition positions waste as a main concern in the discourse of plastic pollution. In the provided speech text, the concordance of the term "waste management" aligns with Stibbe's (2015) concept of "salience" in ecolinguistics, where certain terms are intentionally emphasised to underscore their importance within the discourse. The repetition of "waste management" throughout the speech serves as a salient linguistic feature, strategically drawing attention to the critical role this concept plays in addressing the plastic pollution crisis. Stibbe (2015) argues that salience in ecolinguistics involves highlighting specific terms to influence perceptions and actions. In this context, the frequent use of "waste management" functions as a linguistic strategy to elevate its significance, emphasising its pivotal role in mitigating the adverse impacts of plastic pollution on ecosystems, human health, and the climate. The deliberate choice of this collocation aligns with an ecolinguistic perspective, as it signals a call to action and a plea for increased attention to effective waste management practices. By employing salience, the speaker encourages stakeholders to recognise the urgency of adopting sustainable waste management strategies within the broader discourse on environmental challenges. From an ecolinguistic standpoint, this intentional emphasis on "waste management" serves as a linguistic tool for advocacy, influencing the audience to perceive it as a focal point for intervention in the fight against plastic pollution. This concordance analysis, grounded in Stibbe's framework, illuminates how language is strategically employed to shape perceptions and prompt action within the realm of environmental discourse.

Table 31 frequencies of words (demonstratives, possessive adjectives, pronouns, etc.) of salience

Words	Rank	Freq	Range
That	11	243	23
There	82	34	14
Their	126	24	12
Them	303	10	7
Those	303	10	6

Table 32 Collocation of words (demonstratives, possessive adjectives, pronouns, etc.) in Table 31

Words	Rank	Freq (LR)	Freq (L)	Freq (R)	Range
That, we	1	32	0	32	12
There, is	1	17	2	15	11
Their, lives	1	3	0	3	3
Them, Contain	1	1	1	0	1
Those, accountable	1	1	1	0	1

4.8.6 Concordance for “that, we”

These are points **that we** can and should use...

-so **that we** can ensure that life on Earth.
-so **that we** can indeed meet the promise to halt and to reverse biodiversity loss.

The collocation of "that" with "we" in the context of speech is a salience strategy, bringing attention to particular points and stressing the collective responsibility and action of the audiences, which involves states, organisations, and individuals. These are points that we can and should use to strengthen environmental governance. The application of “that” is introducing a subordinate clause delimiting the aim or nature of the ideas being talked about. It produces a sense of aim and significance. The "we" stresses the whole responsibility, making the people aware that they have the capacity and obligation to take action. “We need to align our economies and our investments with the new Global Biodiversity Framework so that we can ensure life on Earth.” The "that" in the present context reveals a causal relationship, describing why aligning economies with the biodiversity framework is a necessity. It implicates aim. The reoccurrence of "we” stresses the notion that it is a cooperative struggle, and the speaker includes the people in the shared responsibility. And domestic policies, industrial and infrastructure-related, as well as agriculture, must be cast with a view to being biodiversity and nature-positive so that we can indeed meet the promise to halt and reverse biodiversity loss. Similar to the past examples, "that" introduces an aim or goal about the formulation of domestic strategies. The

application of "we" stresses the collective struggle required to get consensus on stopping and halting biodiversity loss.

4.8.7 Concordance for “there, is”

- Yes, **there is** much work to do under the initiative.
- In short, friends, **there is** much that UNEP and WFP can do together...
- but **there is** no need for them to wait for a deal to act.

In the context of speech, the collocation of "there" with "is" is a salience strategy, adding to the stress on particular points and revealing key information. “In short, friends, there is much that UNEP and WFP can do together to build resilience through ecosystem-based adaptation and nature-based solutions.” The application of "there is much" imprints a thought of abundance or opportunity, stressing the capacity for cooperation. The "there" following "much" is a salience strategy, waving the ability for cooperation about particular actions. It draws our attention to the cooperative efforts that UNEP and WFP can make. “Industry and the private sector must engage in the plastic negotiations, but there is no need for them to wait for a deal to act.” The sentence "there is no need" proposes a deficiency of necessity, stressing the immediacy of industry and the private sector. The "there" following "no need" is a salience strategy presenting that a specific aspect of the course of action will be foregrounded. It directs our attention to the idea that urgent action is motivated. Redesign products and packaging to use less plastic.

4.8.8 Concordance for “their, lives”

- Around 1.4 million people in Least-Developed countries lost **their lives**....
- We will continue to honor those who lost **their lives** by working ever harder to deliver on our mandate.

In the provided text, the collocation of "their" with "lives" serves as a salience technique, emphasizing the significance of the individuals who have been directly affected or impacted by various events. Stibbe's (2015) concept of "salience" involves making certain concepts or ideas stand out in the discourse. "Around 1.4 million people in least-developed countries lost their lives to weather, climate, and water related hazards." The use of "their lives" highlights the human impact of weather and climate-related hazards in least-developed countries. This collocation emphasises the personal and collective tragedy experienced by these individuals, making it a salient

point in the context of climate challenges. The framework recognises the essential role of environmental human rights defenders – the very people who have been giving their lives to protect nature. The collocation of "giving their lives" emphasizes the sacrifice made by environmental human rights defenders. This phrase serves as a salience technique, drawing attention to the dedication and, in some cases, the ultimate sacrifice of those defending the environment. The collocation of "those who lost their lives" underscores the solemn commitment to remembering and honouring individuals who have passed away. This serves as a salience technique, emphasising the importance of their contributions and their ongoing responsibility to fulfil the organisation's mandate. To enhance the salience of these points, the speaker can use empathetic language and narratives that humanise the experiences of those who have lost their lives. Additionally, maintaining a consistent tone of reverence and remembrance throughout the speech can further highlight the significance of these individuals in the context of environmental challenges and human rights advocacy. The use of personal stories or examples can also contribute to making these points more emotionally resonant and salient for the audience.

4.8.9 Concordance for “them, contain”

- This will take nothing less than a complete redesign of how we produce, use, recover and dispose of plastics and products that **contain them**.

Stibbe's (2015) idea of salience is that linguistic choices are made to foreground a particular area of environmental discourse. Likewise, in the provided text, the collocation of "them" with "contain" serves as a salience technique, drawing attention to the materials or products that contribute to plastic pollution. Stibbe's (2015) concept of "salience" involves making certain concepts or ideas stand out in the discourse. In the present context, the collocation of "them" with "contain" is a salient strategy for bringing our attention to the stuff that contributes to plastic pollution. The use of "products that contain them" emphasises the focus on specific items or materials that play a role in plastic pollution. This collocation makes the concept of containing materials salient, highlighting the need for a comprehensive redesign. The application of the phrase "products that contain them" reveals the focus on a particular material that plays a function in plastic pollution. This collocation

shapes the notion related to material salient, foregrounding the necessity for a full redesign.

4.8.10 Concordance for “those, accountable”

- Hold **accountable those** most responsible for change.

In the provided text, the collocation of "those" with "accountable" serves as a salience technique, emphasising the call to assign responsibility and demand change. Stibbe's (2015) concept of "salience" involves making certain concepts or ideas stand out in the discourse. The use of "those most responsible" and "hold accountable" together creates a salient expression, directing attention to the individuals or entities that bear the greatest responsibility for instigating change and pollution. The collocation suggests a clear call to action, urging accountability for making a difference.

Table 33 Extracts from text that trigger “salience”

Extract from the text	Salience (Type)
Plastic pollution is a grave threat to ecosystems, to human health and to the climate.	Lexical choice
It is time for chemists, manufacturers and process engineers to get creative. It is time for governments to get creative. It is time for consumers to get creative.	Parallelism

The above table 33 provides a complete overview of how different strategies of salience, like parallelism and lexical choice, are technically applied in the text. Each strategy adds to the stress of the main message and the whole effect of the discourse. Parallelism includes applying the same structures or patterns to a series of related lexicons or ideas. This strategy is evident in different examples in the text: The frequent application of similar structures increases the clarity and influence of the message. It directs people through a series of connected ideas, making the informative stuff more reachable and recallable. Lexical choice includes the particular selection of lexicons to provide specific meaning or motivate particular emotions. Lexical selections like "deeply concerning," "grave threat," and "miracle material" add to the emotional effect of the message. The choice of words is technical in making a sense

of immediacy and significance. Hence, the purpose of the collection of salience strategies is to increase the effectiveness of the message. Parallelism helps in structuring information and framing the narrative, and lexical selections evoke particular emotions and stress main points. Together, these strategies add to a forceful and effective communication strategy, important for addressing complex international challenges such as plastic pollution and environmental preservation.

CHAPTER 5

RESULTS AND DISCUSSION

5.1 Findings and Discussion

The present study analyses the corpus of green discourse. The corpus consists of 23 English speeches that have been delivered at UNEP from January 2023 to June 2023. By using Antconc 4.2.4, different kinds of stories have been found. The first research question is quantitative in nature and deals with finding out the cognitive structures that have been used in the given speeches. The researcher has found the stories through lexical analysis, which are frame, identity, metaphor, evaluation, conviction erasure, and salience. Stories are the mental structures that govern individual's behaviours in a particular way. These stories were used through the language of the given green discourse. The second research question is about finding the ways the ideologies are constructed and disseminated through the speeches.

To answer the second question, different linguistic strategies like the application of trigger words, purr words, abstractions, etc. that bring a particular story into the minds of the public have been explored in the study. Ideology is the first in the framework and has not been analysed separately because ideology is an umbrella term that includes the remaining seven stories in the framework. In Stibbe's (2015) model of ecolinguistics, ideology is the set of beliefs, values, and assumptions that influence and shape environmental discourses, or green discourses. It can also investigate how environmental issues are shaped, legitimise certain actions, and construct particular narratives related to sustainability and nature. It led to the application of language in promoting specific viewpoints, influencing how particular environmental-related issues are understood and addressed.

The following frames have been investigated through collocation and concordance analysis: "Eco-Responsibility," "Eco-Resilience," "Global Plastic Accountability," "Triple Planetary Crises Framing," "Plastic Pollution Urgency Framing," "Climate Urgency Framing," "Climate Crises Impact Framing," "Climate Security Framing," "UNEP Commitment Framing," "UNEP Global South Positioning Framing," "UNEP Science and Solution Framing," and Kunming Montreal Global Biodiversity Framework."

In Stibbe's 2015, model identity is story, which is about the ways any particular group or individual is represented and understood through the application of the language. Here it considers how the different roles, affiliations, and traits are constructed and delivered in relation to others in green discourse. It also takes into consideration a broader power dynamic and seeks to understand how identities are formed and developed with the passage of time and how the perception of people in green discourse is affected. In reference to identity, pronouns like "we," "me," "they," and "who" have been analysed as linguistic elements that are triggering the linguistic strategy of "identity." The application of "we" stresses the collective responsibility and cooperation to fight against climate issues, specifically against plastic pollution. If we do not unite against it, we can't be successful, and this earth will become a grave for living beings. So, cooperation is required in every aspect to control this crisis. Here the speaker is considering all members of UNEP in one block through the use of the pronoun "we" against environmental crises, and it highlights the fair nature of the speaker. The use of the personal pronoun "me" has been used by the speaker to get the courtesy of the audience, to develop a soft bond with the audience, and to grab their attention. Moreover, it has been used to get the willingness of the audience to share his or her personal views. This linguistic element is triggering the positive identity of the speaker. The use of "they" as a pronoun has been used to indicate the factors that are responsible for the present environmental crises. Here it has been used to classify the anti-environmental factors like fertilisers and pesticides and different sectors that are responsible for the degradation of the environment. This linguistic element is shaping the negative identity of those factors because of their harmful nature. The application of "who" as a relative pronoun highlights the acknowledgement of the efforts that have been made till that time against environmental crises, so this is shaping the positive identity of those fighters. So, this application of different linguistic elements is contributing to the identity formation of different sectors of society and influencing our perception regarding who is in favour of nature or against it.

In Stibbe's (2015) model of ecolinguistics, framing is defined as the way environmental issues are presented by the employment of language and discourse, shaping how they are explained and understood. In the text of speech, the noun "plastic" with their collocations (see table 8), plastic pollution has been framed

negatively, and there is a stress on the ending of it, and this is also challenging the frames that are in the minds of the propagators of plastic pollution and encouraging the people to replace their frames with anti-plastic ones. It also highlights the need for values like environmental conservation, community betterment, and responsible application of resources. The noun “plastic” with its collocations reflects the “Plastic Removal and Reduction Framework.” The noun “Pollution” with its collocation (see table 10) stresses the frame of responsibility and highlights that if we want to fight with any environmental crises, it is only possible if we become one, and there is need from individual struggle to collective struggle. Moreover, these nouns trigger the frame of “eco-responsibility.” The noun “climate” with its collocations (see table 11) accentuates the need for flexible societal formations to cope with environmental crises. Because if we are not flexible with the environment, we can’t manage this crisis effectively. This collocation suggests the “eco-resilience.” The noun “UNEP” and its collocation with spotlight foreground the significance of UNEP and its role in dealing with environmental crises. The existence of UNEP is like a spotlight, which guides the people in confusion to their right destination. These collocations trigger “emphasis framing.” The noun “biodiversity” and its collocations (see table 23) emphasise the need for interrelation between ecosystems and global cooperation to cope with biodiversity loss and maintain ecological equilibrium. These collocations trigger the “holistic ecological balance framework.” This collocation of the noun “global” with words (see table 14) foregrounds the need for global cooperation for tackling biodiversity loss. It is not an issue of a single region; it is a combined issue, and combined efforts are required to deal with it, and these collocations propose the “Global Plastic Accountability Frame.” Likewise, the concordance analysis of the main words brings a different variety of frames in our mind, which has the main concern of the “combined responsibility to deal with increasing plastic pollution crises.”

In the analysis of the data, the following metaphors have been found: “Guiding Path Metaphor,” “Barrier Metaphor,” “Container Metaphor,” “Preparedness Metaphor,” “Foundational Metaphor,” “Navigational Metaphor.” The trigger words for the metaphor from the data are guardrails, silos, buckets, bracing, bedrock, boat, etc. The trigger word for the first metaphor is guardrails. These agreements, like the Montreal Protocol, etc., are guardrails (rail tracks) and stress that these agreements are

the directions or procedures to fight against environmental crises. The trigger word for the second metaphor is silos. Here, silos is categorization, and speakers stress they should not stick in division but instead become one to fight against the environmental crises. The trigger word for the third metaphor is buckets, which has been used to categorise complex information to simplify the complex information and increase the effectiveness of a message. Bracing is the trigger word for the fourth metaphor, and it highlights preparedness and refers to preparing ourselves to combat environmental crises. The trigger word for the fifth metaphor, bedrock, stresses that environmental protection is the bedrock or foundation for a healthy environment. The last word boat highlights the notion of directions, and here the stress is on the changing of our strategies to protect water and keep it crystal clean, which is necessary for the existence and survival of the world.

Related to evaluations, appraisal patterns have been investigated to find out how the speaker assesses the plastic pollution. First, clusters like “pollution and waste” possess implicit and negative evaluations and draw our attention to the bad effects of pollution and waste on the globe. “Action Agenda that” has a positive and explicit evaluation; it foregrounds the motivated and solution-based approach that UNEP took to solve the triple-planetary crises. “Nature and Biodiversity” has a positive and explicit evaluation, and the healthy maintenance of both elements is necessary for the maintenance of a healthy planet. “Healthy and Sustainable” has a positive, explicit, and marked evaluation that highlights the defining features of the maintenance of a healthy environment. The noun “pollution” with its collocates (see table 18) proposes positive evaluation, and the collocations of pollution are explicit and marked one in nature, and those collocations stress the need to end the use of plastic and the associated chemicals, which are the source of pollution. The noun “action” and its collocates (see table 19) propose the negative evaluation through the use of marked and explicit nouns and highlight the need to fight against the plastic pollution to save nature and also stress the significance of these actions, which are crucial to secure the future of present and coming generations. The use of “nature as a noun with its collocates (see table 20) proposes the positive evaluation through the application of marked, explicit, implicit use of the terms and foregrounds the need to use nature-based initiative to cope with present environmental crises; without environment-friendly initiative, we can’t cope with the crises of plastic pollution. The

use of the adjective “sustainable” with collocations (see table 21) proposes the positive evaluation through the application of marked and explicit terms and emphasises the need for sustainable development to sustain a sustainable environment.

In speeches conviction, factuality has been investigated. It has been observed that facticity has been created by applying many linguistic strategies like positive language, modal verbs, quantifiers, authoritative sources, and concrete examples. For instance, the lexicon “must” occur in speech 74 times, and its frequent collocate is “we.” Here, “must” has been applied to stress the necessity of the elimination of plastic pollution, greenhouse gases, etc. The use of “must” emphasises the truthfulness of action by suggesting the necessity for the elimination of plastic otherwise we are not in safe zone. Basically, these are the linguistic elements that are forming the conviction as a discursive strategy.

Regarding erasure, the most frequent lexicon that triggers erasure has a frequency of (143), and its most frequent collocate (plastic) has a frequency of (74). From the collocation and concordance analysis of the selected words, the void kind of “erasure” has been found in the text. For instance, in the context of speech, the speaker is emphasising the specific problem of “plastic pollution” within the broader term “pollution,” and this is in accordance with Stibbe’s notion of “The Void,” which is a kind of erasure. Here, “plastic pollution” is being erased with the support of the term “pollution.” The void kind of “erasure” is visible, as it is evident from the concordance analysis for the term “pollution,” as repeated stress is placed on the removal of plastic pollution to remove bad actions and begin a paradigm shift to sustainable and accountable doings. Consider the example of “The Trace,” like “And some estimates indicate that by 2050 climate change could internally displace 216 million people.” The void kind of erasure is visible in the estimation related to the displacement of people due to climate change, but it does not include private stories, cultural effects, or different experiences behind the statistics. The previously mentioned “nouns” are proposing the different kinds of erasure as a discursive strategy. This discursive strategy foregrounding and backgrounding the ideas parallelly to convey the message effectively or shape the perception of target audience effectively regarding climate crises.

Regarding salience, different linguistic strategies have been applied by the speakers in speeches that originate from the field of salience. These strategies are parallelism, lexical choice, framing, repetition, and demonstratives, particular words, specific clusters, etc. These strategies are very helpful in recognising salience. For instance, “plastic” with a frequency of 150 collocates with “pollution” with a frequency of 74; this high reoccurring frequency stresses the crucial role of plastic in the issue of pollution. This collocation is highlighting the salience strategy in the context of plastic pollution concerns. “That” with high frequency (243) collocates with “we” (32) to reveal the collocation of “that” with “we” in the context of speech, drawing our attention to the specific points and foregrounding the whole responsibility and action of the audiences, which includes states, organizations, and individuals. “These are the points that we can and should use to strengthen environmental governance.” The use of “that” is introducing a subordinate clause delimiting the purpose or nature of the notion being talked about. The application of “we” highlights the collective responsibility to combat environmental crises like pollution. The table (30) provides an insight into how framing, lexical choice, and parallelism have been applied in the text of selected speeches as salience strategies. Each strategy contributes to the stress of the main message. Parallelism involves the use of the same structures in a series of related words or notions. The frequent application of the same structures enhances clarity and inspires the message. It guides people through the connected ideas, making the information more accessible and recallable. Lexical choice has been applied in speeches like “deeply concerning,” “grave threat,” etc., adding to the emotional effect of the stuff and providing particular meaning. Hence, all these strategies play a role in the formation of an effective message.

The same linguistic elements have been analysed for concordance analysis for each story. The concordance analysis of the linguistic elements related to each story of Stibbe’s (2015) model proposes not only collective efforts but also collective finance to cope with ongoing climate crises and to cope with plastic pollution effectively. It also stresses that UNEP, UN, and the members of them should collectively fight against AMR, climate crises, and plastic pollution. Moreover, the addition of authoritative sources in the text of the speeches, like UNEP and the Green Climate Fund, provides necessary framework resources. The UNRC makes sure international efforts are adapted to local environments, foregrounding the significance

of country specific strategies. UNEP is a global authority on environmental issues and presents comprehensive research and policy directions on particular problems like climate change. The Green Climate Fund provides the financial infrastructure to shift to low-emission, climate- friendly development. The last Kunming Montreal Global Biodiversity Framework stresses the need for global collaboration against biodiversity loss.

Hence, by applying the Antconc, the researcher has found the analytical categories or cognitive structures by analysing the lexicon, which gives us important insights into the linguistic techniques deployed by UNEP in its speeches.

- In the speeches of the speakers, the researcher has found instances of conviction, which assures the firm belief of the speakers in addressing the issue of plastic pollution and shaping environmental problems within an anti-plastic pollution ideology.
- The evaluation has been observed, through which it is evident that, for instance, plastic pollution has been portrayed negatively. Positive evaluation of sustainable practices has been contrasted with negative descriptions of plastic pollution. This shapes the public mindset and guides the policy by proposing the advantages of proactive measures and the results of inaction.
- Ideology and Erasure The speeches reveal the ideology that prioritises sustainable development and international cooperation. But ideological claim is accompanied by elements of erasure, where specific notions or challenges have been omitted or minimised to develop a cohesive narrative that is based on collective struggle and growth.
- Metaphors that have been analysed in the analysis section simplifying the complex information and make the abstract notions a tangible one. They help in developing a notion of shared duty and engagement by framing environmental safety as a basic responsibility.
- Framing stresses UNEP's identity as a proactive international environmental activist. In UNEP speeches, framing has been applied to develop a collective environmental identity, describing the "earth as our common home" and stressing the shared responsibility. This framing has alignment with the use of identity constructs, which foster a sense of unity and collective aim among international audiences.

- In speeches, the nouns that trigger identity as a story stress the collective identity of the victims of the plastic pollution and stress the unity to fight against those crises. Moreover, categorisation has been done on the basis of identity who are the well-wishers of the environment and who are not through the application of linguistic elements.
- Salience through lexical choice, parallelism, and frequent occurrences stresses the severity of plastic pollution and the realisation of collective responsibility to address that issue. This analysis adds to the larger field of environmental communication, stressing the importance of language in making perceptions and encouraging global collaboration for a sustainable future.

5.2 Implications for Environmental Discourse and Communication Strategies

The insights from this study have significant implications for global environmental discourse and communication strategies:

1. **Shaping Public Opinion and Policy-Making:** These cognitive constructs and ideological constructs, which have been investigated in the UNEP speeches, reveal how language can shape perceptions of people. Those constructs also reveal the need for urgency and collective struggle and responsibility under the umbrella of ideologies. These speeches motivate policymakers in creation of effective policies regarding climate protection.
2. **Informing Communication Strategies:** Effective communication is necessary if we want to control the present environmental crises, and the communicator should leverage these elements to shape the stance that resonate with diverse audiences.

5.3 Contributions to Literature

The present research adds value to the existing literature of environmental communication and cognitive science by presenting new insights about how, with the help of cognitive structures, we can effectively construct and propagate environmental ideologies. Moreover, this research presents a theoretical perspective by proposing

how environmental problems have been framed and evaluated in the context of international institutes like UNEP.

5.4 Future Recommendations

1. In the future, the researchers can carry out research on the analysis of environmental-friendly texts like nature writing to explore more beneficial frames.
2. Future researchers can go for multi-modal discourse analysis to resist destructive discourse practices by discouraging them.

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Appendix A

Summary of Speeches

S-1

Inder Andersen's speech on World's Environment Day 2023 emphasised the bad effects of plastic pollution on ecosystems and the health of human beings. She urges the need for redesigning the plastic production and disposing of it. She stressed the need for unity and reveals the opportunities for job creation and stable growth, particularly in developing countries.

S-2

Inger Anderson's at the event of INC-2 stressed the need for immediate need for an international treaty to end plastic pollution by redesigning products, packaging, and procedures to reduce unnecessary plastics and encourage reuse. She opines that recycling won't solve the issue; there is a requirement for market transformation and combining efforts to avoid the worsening of pollution.

S-3

Inger Anderson foregrounds the need for redesigning products and strategies to reduce plastic pollution, stating that just recycling is not appropriate to deal with that issue. She suggests a full life-cycle approach, encouraging repair and reuse by taking care no area of the world remains out of this strategy. She requests to all members for innovative solutions for the nation's cleaner future.

S-4

Inger Andersen called for global action to end plastic pollution by redesigning products, packaging, and systems to reduce plastic use and promote reuse and recycling. She stressed involving all sectors in creating a legally binding agreement and urged companies to innovate and move away from plastic reliance. Andersen highlighted the need for a just transition and financial support for the global south.

S-5

Inger Anderson's speech at the High Ambition Coalition urged for immediate combined action to end plastic pollution by redesigning the plastic products and promoting recycling of plastic to reduce plastic pollution. She requested urgent actions from all sectors, stressing a transition with a globally binding treaty. Ambition and coalition are key to a healthy future.

S-6

Inger Anderson's speech stressed the elimination of unnecessary plastics and investment in plastic pollution can decrease pollution by 80% by 2040. She urged the members to form a circular plastic economy, benefiting health and ecosystems, especially in the Global South.

S-7

Inger Abderson's BIOFIN conference speech stressed the immediate need to finance the Kunming-Montreal Global Biodiversity Framework for closing the \$559-824 billion annual funding gap. She draws attention to the policies related to biodiversity goals, increasing involvement of the private sector, and reconsidering GDP as a

measure of success. She also foregrounds the linking of desertification efforts, climate, and biodiversity to achieve sustainability.

S-8

Inger Andersen's request for the ending of throwaway culture by shifting to a zero - waste society. She stressed the necessity for circularity, viewing waste as an important resource, and supporting the global plastic pollution deal. Getting this will help fight against pollution, climate transition, and biodiversity loss, making sure a sustainable and prosperous future for the whole world.

S-9

Inger Andersen's speech emphasised the importance of sustainable lake management to address the triple planetary crisis of climate change, biodiversity loss, and pollution. She called for more lakes to be protected, increased transboundary cooperation, and greater investment in nature-based solutions. Sustainable lake management is crucial for achieving global biodiversity and water action goals.

S-10

Inger Andersen's speech revealed the Quadripartite Alliance's role in propagating one health, controlling antimicrobial resistance, biodiversity, and pollution. She highlights the necessity of collaboration and country-level implementation, stressing the necessity to resolve the health risks due to climate change and environmental degradation.

S-11

Inger Andersen's speech stressed UNEP's commitment to tackle the triple planetary crises of climate change, biodiversity loss, pollution, through multiple actions. She strengthens the notion of collaboration, resource mobilization, and joined solutions to get sustainable development objectives and environmental justice for effected areas

S-12

Inger Andersen's speech stressed the immediate necessity to move from climate procrastination to climate activation, stressing that the change in climate is affecting unprotected communities. She proposed urgent action through renewable energy, sustainable systems, and alteration to stop crossing the 1.5 Celsius global warming limitation.

S-13

Inger Andersen stressed the immediate necessity for action on the transition of climate, stressing the findings of the IPCC's sixth Assessment Report, which highlights the mounting effects of human-induced climate change. She informed the people about global steps that are essential to reduce emissions and solve the triple planetary crises of climate change, biodiversity loss, and pollution.

S-14

Inger Andersen's speech urged the authors of the seventh Global Environment Outlook (GEO7) to focus on practical solutions for tackling the triple planetary crisis. She emphasized identifying barriers to action, embracing diverse knowledge systems, and finding scalable solutions for a sustainable, resilient future.

S-15

Inger Anderson stressed the necessity to increase action on the environmental aspects of the SDGs and address the loss of biodiversity, climate change, and pollution. She stressed present achievements, like the new ocean treaty, and highlighted the significance of cooperation in controlling global environmental issues and encouraging vulnerable communities.

S-16

Inger Anderson stressed the significance of cooperation between UNEP and WFP to deal with the triple planetary crises through nature-related solutions, climate-friendly food infrastructure, and consolidated food systems. She informed the people about the need for joint efforts to form resilience, resolute climate effects, and reduce hunger and poverty in the world.

S-17

Inger Andersen stressed the significance of human rights to a healthy environment, and described its recognition through historic UN bills. She called for quick, joint moves to solve the triple planetary crises and make certain healthy environment for all, as per UNEP's commitment to human rights and environmental protection.

S-18

Inger Andersen stressed restoring Nairobi's River as a critical requirement and accentuated it as crucial for the health of people, sustainable development, and living. She highlighted the significance of cooperation across different sectors, encouraging UNEP's support for the Nairobi Rivers Commission in running sustainable water management.

S-19

Inger Andersen accentuated the immediate necessity for international cooperation to fight against antimicrobial resistance. Moreover, she opined the issue of AMR can be resolved by UNEP's role in providing science-based treatment, and the support of multiple sectors is crucial in funding against AMR.

S-20

Inger Anderson stressed the immediate necessity to manage antimicrobial resistance by stopping environmental pollution from industries, pharmaceuticals, etc. She said "One Health" is the only solution to finish AMR, protect endangered communities, and we should ensure collectively, that antimicrobial remain effective.

S-21

Inger Anderson stressed the transition to a circular economy from different sectors, like the civil society of Pakistan. She argued that what other nations are doing regarding environmental sustainability is what we expect from Pakistan. Moreover, she appreciates the efforts of Pakistan.

S-22

Inger Anderson highlighted 2023 as a year of action. For addressing the environmental challenges, there is a need for the implementation of the Kunming-Montreal Global Biodiversity Framework. Additionally, she mentioned the role of UN and UNEP in her speeches for the completion of the framework's goals by 2030.

S-23

Inger Andersen guided the Pakistani cabinet: if they want to accomplish global biodiversity goals and tackle plastic pollution crises and climate crises, they should make amendments to the Living Indus Initiative.

Appendix B

Information About Speeches

No#	Title	Speaker	Event	Location	Word Count
1	Uniting to end plastic pollution	Inger Andersen	Opening of World Environment Day 2023	Abidjan, Côte d'Ivoire	682
2	A big step towards ending plastic pollution	Inger Andersen	Opening plenary of the second meeting of the intergovernmental negotiating committee (INC-2)	Paris, France	1329
3	Pathway to a plastic pollution-free world	Christophe Béchu	second round of negotiations on the global deal to end plastic pollution	Paris, France	709
4	Redesigning systems to end plastic pollution	Inger Andersen	Galvanizing Global Action on Plastic Pollution hosted by United States of America.	Paris, France	913
5	Calling for an ambitious plastic pollution deal	Inger Andersen	High Ambition Coalition to End Plastic Pollution Briefing Event	Paris, France	982
6	Solutions to beat plastic pollution	Inger Andersen	Report launch: Turning off the Tap: How the world can end plastic pollution and create a circular economy	Nairobi, Kenya	605
7	The imperative of financing biodiversity	Inger Andersen	5th Biodiversity Finance Initiative (BIOFIN) Conference	Cape Town, South Africa	1449
8	Moving from a throwaway culture	SPEECH DELIVERED BY LIGIA NORONHA, ASSISTANT- SECRETARY GENERAL AND HEAD OF NEW YORK OFFICE ON BEHALF OF INGER ANDERSEN	International Day on Zero Waste	Turkey	550

9	Sustainable Lake Management for Ecosystem Restoration	Inger Andersen	The Sustainable Lake Management Resolution	Indonesia	349
10	The Quadripartite Alliance and One Health	Inger Andersen	1st Quadripartite Executive Annual Meeting	Nairobi, Kenya	868
11	A planet that sustains everyone, everywhere	Inger Andersen	Briefing to Permanent Missions to the United Nations	Nairobi, Kenya	2591
12	From climate procrastination to climate activation	Inger Andersen	Release of the Synthesis Report of the IPCC Sixth Assessment Report	Nairobi, Kenya	442
13	Action to tackle the triple planetary crisis	Inger Andersen	Opening ceremony of the 58th Session of Intergovernmental Panel on Climate Change (IPCC)	Nairobi, Kenya	455
14	Science and Solutions for a Resilient Future	Inger Andersen	First Global Authors Meeting of the Seventh Global Environment Outlook	Nairobi, Kenya	518
15	Turbocharging the environmental dimensions of the SDGs	Inger Andersen	161th meeting of the Committee of Permanent Representatives (CPR)	Nairobi, Kenya	1254
16	Investing in planetary resilience	Inger Andersen	The World Food Programme (WFP) Executive Board Meeting Excellencies	Nairobi, Kenya	1518
17	Multilateral action for human rights and healthy environment	Inger Andersen	High-level side event; 52nd session of the UN Human Rights Council Distinguished delegates and friends.	Geneva, Switzerland	466
18	Restoring Nairobi's rivers	Inger Andersen	Launch of the Nairobi Rivers Commission	Nairobi	437

19	Global collaboration to tackle antimicrobial resistance	Inger Andersen	Opening of the 6th Global Leaders Group Meeting on Antimicrobial Resistance	Nairobi	574
20	Tackling antimicrobial resistance: Stopping pollution at source	Inger Andersen	Press Conference to launch UNEP Spotlight Report	Nairobi	659
21	Civil society to tackle plastic pollution	Inger Andersen	Lecture for Civil Society at Sustainable Development Policy Institute	Islamabad, Pakistan	1400
22	2023: The year of implementation for climate, nature and pollution reduction	Inger Andersen	160th Resumed meeting of the Committee of Permanent Representatives	Nairobi, Kenya	695
23	Pakistan on the frontlines of climate crisis	DELIVERED BY SUSAN GARDNER ON BEHALF OF EXECUTIVE DIRECTOR, INGER ANDERSEN	3 minutes on Living Indus initiative	Geneva	568