

Inception

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Eco-Linguistic Features in Digital Marketing: A Lexical and Semantic Analysis of Social Media Content by Pakistani Organizations

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Abstract

This research examines the use of eco-friendly terminology by the most important Pakistani companies, such as Nestlé Pakistan, Khaadi, Telenor, Unilever, and Engro, in their social media advertising. The analysis covers a sample of 100 advertisements, amounting to nearly 20,000 words, and observes a constant use of green terminology like “sustainable” and “eco friendly,” as well as metaphorical expressions such as “journey to a greener future.” Furthermore, the research tourist attractions the frequent exploitation of collective pronouns and inclusive phrases, for example, “we,” “together,” and “for future generations.” These are employed to promote a sense of shared dependability among audiences. Through collocation and concordance analysis, the research demonstrates that positive, action-oriented language in these advertisements is effective in encouraging public engagement on ecological issues, all while direction-finding clear of a negative or awesome tone. Significantly, this research offers insights into how brands in Pakistan shape eco-friendly values and inspire consumers to make more sustainable choices. It provides a divergent observation on the communication of environmental messages beyond Western contexts, illustrating the exclusive strategies engaged within the Pakistani advertising landscape.

Keywords:

Eco-Linguistics. Digital Marketing, Lexical Features, Semantics Features, Social Media Content.

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Introduction

It is important to note that at present, there is a fast rise in environmental crises, with a very rapid urbanization nowadays and increased awareness of climate change. Language is rapidly evolving into a sharp weapon to help shape consumer perception of ecocentric

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

consciousness and influence behavior toward sustainability. Digital marketing-informing consumers on improbable platforms of social media-has turned out to be the public forum through which corporations try to sway public attitudes towards sustainability. Businesses have adopted environmental messaging within their branding, and, therefore, the language they apply to this assertion increasingly reflects eco-friendliness or claims of being eco-friendly. Eco-linguistics refers to the study of the ecology of language in and outside the world. Stibbe offers a critical lens through which such discourses are analyzed to see how they either promote or detract from ecological well-being (Stibbe,2015).

Globally, brands are now positioning themselves as environmentally responsible. A recent report by White et al. (2022) reveals that 73% of global consumers are willing to change consumption habits to reduce their environmental impact. As a result, marketers use environmental narratives, metaphors, and imagery to appeal to this growing “green” consumer base. In Pakistan, this shift is also evident: according to the **Pakistan Advertisers Society (PAS, 2023)**, over 60% of top brands have incorporated environmental themes into their digital marketing strategies. Social media usage in Pakistan has also surged, with **71.7 million active users** as of early 2024 (DataReportal, 2024). Platforms like Instagram, Facebook, and YouTube provide companies with a highly visual and linguistic arena to engage consumers. However, the authenticity of these environmental messages remains debatable. While some advertisements embed genuinely constructive ecological values, others may engage in **greenwashing**, using vague or misleading eco-friendly terms without substantiating environmental commitment (Raza et.al, 2025).This context necessitates a critical examination of **lexical and semantic patterns** within Pakistani digital marketing to determine whether these discourses align with **constructive** or **destructive eco-linguistic storytelling**, as outlined in Stibbe’s (2015) ecological discourse framework.

1.1 Statement Problem

Despite the increasing prevalence of environmental narratives in corporate social media campaigns, there is limited empirical research on how language is strategically used to construct ecological identities in Pakistan's digital marketing sphere. Much of the current scholarship is either theoretical or focused on consumer perceptions, rather than on the linguistic and semantic structures within the advertisements themselves. As eco-linguistics emphasizes the role of language in shaping ecological values, this lack of linguistic analysis presents a significant gap. There is a need to critically assess whether the digital marketing content by Pakistani organizations promotes genuine ecological awareness or merely employs surface-level green rhetoric.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

1.2 Research Gap

Existing studies on eco-linguistics have largely concentrated on political speeches, educational materials, and media discourse in Western contexts (Cowely, 2025; Alexander, 2017). There is **a notable lack of research** on how businesses in developing countries like Pakistan use language to construct environmental identities, especially in the domain of **social media marketing**. Moreover, previous Pakistani research on green advertising has often relied on **quantitative consumer surveys**, neglecting the **linguistic substance** of advertisements. This study addresses this gap by employing a **lexical and semantic discourse analysis**, guided by **Stibbe's (2015)** eco-linguistic framework.

1.3 Research Questions

Grounded in the interdisciplinary field of eco-linguistics, this research investigates how language shapes environmental meanings and values within the digital marketing discourse of Pakistani organizations. As sustainability becomes a central theme in global branding, the use of ecologically oriented language on social media platforms has gained prominence. However, the eco-linguistic dimensions of such language particularly in the context of Pakistan remain underexplored. Drawing on Stibbe's (2015) theoretical framework of constructive and critical eco-linguistics, this research aims to uncover the dominant lexical and semantic features in these advertisements and to analyze their ecological implications. To achieve this, the study is guided by the following research questions:

- 1- What eco-linguistic lexical and semantic features dominate the social media advertisements of Pakistani organizations?
- 2- How do these features align with Stibbe's (2015) notions of constructive and critical eco-linguistics?
- 3- What implications do these linguistic patterns have for promoting environmental awareness and encouraging sustainable consumer behavior in Pakistan?

1.4 Significance of the Study

This research holds substantial theoretical significance as it applies *eco-linguistic discourse analysis* a relatively underutilized lens in South Asian contexts to the domain of digital marketing. By focusing on the lexical and semantic features of environmental discourse in Pakistani social media advertisements, the research expands the applicability of Stibbe's (2015) framework of constructive and destructive discourse to a corporate communication context. While existing studies have largely concentrated on eco-

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

linguistics in political or educational texts, this research breaks new ground by analyzing corporate digital narratives, thus enriching the theoretical landscape of ecolinguistics with fresh insights from a Global South perspective.

Practically, the research offers valuable implications for marketing professionals, communication strategists, and corporate social responsibility (CSR) teams in Pakistan. In the face of consumers demanding that brands project sustainability into their brand DNA systems, organizations now find that they are going to have to devise new strategies to cope with this emerging trend. The results of this research could allow an organization to develop more responsible and frank communication by judging between the real words-green and the fake words-green language strategies. Thus, organizations would be able to move marketers beyond pseudo-environmental posturing to discourses that credibly advance ecological values within organizations that probably improve a brand's credibility and, thus, the consumer's trust.

The results, therefore, could be used for policy purposes to champion regulatory initiatives to tackle greenwashing and ensure truthfulness in environmental advertising messaging. Given the increasing environmental problems in Pakistan-from urban air pollution to climate vulnerabilities need for strong policies to communicate environmental issues in the country becomes more urgent. By consequence, this study may serve agencies such as the Pakistan Climate Change Council and PEMRA in formulating guidelines to promote corporate accountability in sustainable narratives inside digital media.

The understanding gained will eventually be used for broader initiatives in environmental consciousness and environmentally responsible consumer behavior. This research will be investigating the stories or myths we live by in Stibbe's (2015) sense, which means not only critiquing but also contributing to transforming language to a more sustainable future.

Literature review

Eco-linguistics-the branch of interdisciplinary knowledge that is concerned with language, ecology, and society-awards one a fantastic view in which to scrutinize the discourses of digital marketing in the sustainability era. The entire content of this review is organized in three units under several heads: (1) Theoretical Foundations of Eco-linguistics, (2) Eco-linguistics in Marketing and Media Discourse, and (3) Environmental Discourse and Digital Marketing in the Pakistani Context. It incorporates the most recent findings from studies conducted between 2023-2025, intending to evince the dynamic nature of such inquiries.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

2.1 Introduction to Eco-Linguistics

Eco-linguistics provides an important perspective on the interaction between language, thinking, and ecological action (Stibbe, 2015). Eco-linguistics can inform us about the role of stories, narratives and discourses in human connection to the natural world, in the sense that, by examining the effect language has in aligning our attitudes about the environment (and our perceptions of it), we can understand how narratives based on language shape our relationships to the natural world (Alexander, 2017).

Eco-linguistics is particularly relevant in marketing because businesses are making more efforts to position themselves as sustainable and environmentally aware (Habib & Zahra, 2024). Through strategic ways of using language, brands have been able to influence consumer attitudes, purchasing patterns, as well as sustainable behavior by establishing environmental narratives (Lakoff, 2010). The framework of eco-linguistics introduced by Stibbe (2015) may be deemed an important contribution to the field. By presenting the styles and implications of the language and stories employed in the discourse of the environment, Stibbe emphasizes the value of scrutinizing the language and narratives appropriated to environment discourse by noting how stories in language may encourage or harm ecological health. Among the key elements of the Stibbe framework, one may note:

Power of metaphors: Lakoff (2010) is convinced that metaphors may hierarchize our thinking in terms of how we view the natural world and where we stand relative to it. The attitudes and behaviors instilled in a brand via the usage of metaphors could be more sustainable, as the focus can be on the reciprocity, connection, and appreciation of the need to show environmental respect.

Storytelling and narrative: Our story-making about the environment may back up, or conflict, with otherwise prevailing narratives that contribute to the ecological destruction (Stibbe, 2015). It is one thing to promote more sustainable cultural dialogue by nourishing brands and narratives to encourage sustainability and environmental care.

Ecological identity: A language can be employed to meet our relationship with nature and the self (Fløttum, 2016). Similarly, brands can encourage sustainable behaviors and nurture a more eco-self image by deploying words that remind us that we belong to the natural world.

By understanding eco-linguistic thinking as the idea of marketing, a better conceptualization for scholars and practitioners is the following: the impact of language on consumer attitude and behavior regarding sustainability (Shakeel et.al, 2025). It would bring about highly effective environmental marketing campaigns that assure promotion of green practices while producing more environmentally-caring discourse among people

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

2.2 Theoretical Foundations of Eco-linguistics

Ecolinguistics, according to Stibbe (2015), is that branch of linguistics that studies how language shapes and reflects human relationships with nature. According to the framework he provides, the types of discourses that threaten humanity would be those such as consumerism and anthropocentrism, while constructive discourses would be interconnectedness and ecological harmony. This offers the groundwork for scholars to evaluate the ecological consequences of language. In the further development of this model, Stibbe (2021) lays emphasis on the importance of storytelling in constructing environmental ideologies and calls for "stories we live by" that support sustainability.

Fill and Penz (2018), further situating eco-linguistics as a variant of critical discourse analysis, advised that "language not only represents but constructs ecological realities." They suggested an inquiry into metaphor and framing devices as well as lexical choices to see how they may institutionalize or lend to environmental ideologies. On the other hand, Alexander and Stibbe (2014) declared that eco-linguistics should go beyond text-level analysis to investigate the social, economic, and ideological structures that underlie the production of discourse.

The latest work of Döring and Horn, from January 2023, asserts that the eco-linguistic framework can be integrated with multimodal discourse analysis. Primarily, these two modes are said to work together, making sense of the ecological message. The critical area of interest is in digital marketing, where images help to reinforce the semantic power of language. Despite a really rich theoretical background, applied eco-linguistic studies are still few and far between in the corporate and commercial contexts; most notably, outside of the Western world.

2.3 Eco-linguistics in Marketing and Media Discourse

Eco-linguistic perspectives upon marketing and media study in detail the ways in which language shapes environmental values and consumer behavior. Language is critical in environmental branding since consumers want sustainable products but are skeptical about green claims (White et al., 2022). Ottati et al. (2023) analyzed over 500 sustainability advertisements and found that vague, overly optimistic language correlated with lower consumer trust what they termed the "green language gap." In their study of UK and EU-based advertisements, Gatti et al. (2021) observed that brands often engage in "*green rhetoric*" using eco-friendly buzzwords without clear substantiation. These strategies, while common, may lead to consumer disengagement or backlash. Conversely, Greco and Buccini (2022) found that *constructive eco-discourses* (e.g., messages emphasizing community, circular economy, and ecological justice) fostered long-term brand loyalty.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Eco-linguistic elements like metaphor and narrative framing are central to green branding. Lakoff's (2016) theory of metaphor is often applied to environmental discourse, where metaphors like "nature as resource" or "planet as mother" evoke different cognitive and emotional responses. A recent study by Thompson and Lee (2024) examined Instagram captions from sustainability-focused brands and found that metaphors invoking collective responsibility and urgency increased engagement and ethical purchase intent. Although research in this area is expanding, it tends to concentrate on Western or global brands. There is a clear need to examine how such linguistic patterns manifest in the Global South where environmental degradation is acute but eco-discursive practices remain under-theorized.

2.4 Digital Marketing and Green Communication

As per the most recent studies, the current trend in digital marketing emerges since companies become aware of the significance of social and environmental responsibility concerning their online presence and start integrating sustainability into their marketing practices (Alkhatib et al., 2023). Alkhatib et al. (2023) in their systematic review identify five important themes in the area of green digital marketing:

Strategies: In order to embrace sustainability, companies are developing innovative digital plans such as promoting green products, green advertising, and responsible supply chain practices (Habiba & Zara, 2024).

Drivers: Businesses also face challenges in implementing green digital marketing, including consumer skepticism, absence of transparency, and difficulty in measuring the success of a sustainability program (Cronin et al, 2011).

Promotion: Prothero et al. (2011) state that sustainable consumption is being promoted through the use of digital platforms to enable consumers to have an awareness of the environment and eco-friendly branding.

Consumer behavior: Developing effective green e-marketing campaigns needs knowledge of consumer behavior or customer attitudes towards sustainability (Lakoff, 2008).

Digital media: According to Kaplan and Haenlein (2010), digital media, such as social media, online advertising, and influencer marketing, are crucial in influencing consumer behavior and advancing sustainability.

These two themes demonstrate the role of businesses in sustainable consumption and eco-conscious branding via the internet. Digital-marketing businesses can: Promote environmentally friendly activities and raise social awareness of environmental concerns. Produce greener products and services. Communicate with customers and encourage sustainable consumption; build trust and credibility through open reporting on sustainability; determine the effectiveness of sustainability initiatives; and make data-based decisions. When sustainability is reflected in digital marketing, it has significant

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

effects on businesses, customers, and environmental conditions. Companies that prioritize sustainability will also receive increased goodwill and brand loyalty as the consumer market becomes more eco-aware (Shakeel et al., 2016).

2.5 Eco-Linguistic Features in Digital Marketing

Digital marketing is targeted more effectively in the direction of eco-conscious clients. It's commonplace that brands use "green" language to position businesses as ethical and green. (Liu and Su, 2022). The most common eco-friendly strategies are to employ terms such as "organic," "natural," and "renewable," all intended to create trust and credibility. Marketers can also use the use of comparisons to link products with elements like growing, nature, or renewal. This also enhances the credibility of environmental causes. The tone is created to ensure the issue of environmental protection is presented as a norm for society and as a worthy objective. There isn't much research that focuses on the needs of developing nations such as Pakistan; however, Pakistan's urgent environmental concerns and growing consciousness of consumers make this topic very important. Social media advertising frequently combines environmental messaging with more general corporate social responsibility concerns in an effort to increase consumer loyalty and environmental consciousness (Shakeel et al., 2025).

2.6 Lexical and Semantic Patterns in Social Media

The language used on social media by Pakistani organizations shows their interest in terms of sustainability and the environment. On further examination of what they have on their websites, we discover:

Frequent application of green words: The Pakistani organizations extensively employ the use of green words, such as the terms sustainable, eco-friendly, and natural terms to create awareness of their commitment to the environment. Such a conscientious use of words attracts more environmentally conscious consumers and builds a better brand image (Malik.et.al., 2025)

Semantic shifts: Owing to the transformation in the manner in which firms portray their environmental projects, there has been a tendency to redefine traditional marketing jargon by implicating ecological worth. By redefining existing terminology structures, organizations can also create a feeling of innovativeness and commitment in ensuring that the environment is sustainably maintained. (Rashid et al., 2024).

Emotional connective: The motivation of brand faithfulness and environmental care can be produced using social media platforms, such as Facebook and Instagram. Such stories often evoke emotions in the reader, and they reinforce the relationship between the brand and the buyers. By providing their success stories of sustainability and

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

environmental stewardship, organizations can instill a feeling of common values and purpose. (Rashid et al., 2024).

The following are some of the benefits of strategic use of language and narrative in social media content to Pakistani organizations:

Enhance brand appeal: The Company can gain environmentally conscious customers and enhance brand image by showing that it is committed to the environment.

Improved brand loyalty: A closer relationship between consumers and brands can be achieved with emotionally charged story telling increasing advocacy and brand loyalty.

Differentiation: The use of semantic shifts and green lexicon gives businesses an opportunity to develop their unique brand image and distinguish themselves in relation to their competitors.

To sum up, all the above, the attempts of Pakistani organizations to transfer their sustainability values and practices to the audience can be observed even through the specific lexical peculiarities and narrative elements that the organizations employ on social media. Employing language and storytelling, organizations are able to create emotional connections, endorse environmental responsibility, and build a favorable brand image.

2.7 Eco-Lexical and Semantic Trends in Digital Environmental Messaging

Corpus-based studies globally show frequent deployment of eco-lexical items like *green*, *sustainable*, *clean*, and *eco-friendly* in corporate narratives (Ortiz, 2025). However, rising skepticism among consumers has heightened focus on transparency and authenticity in language use. In Pakistan, Haider & Rehman (2025) report that environmental slogans in social media campaigns often lack operational clarity, suggesting a disconnect between rhetoric and practice

Multimodal strategies intensify these effects. Pakistani climate communication and show an interplay of visual and textual urgency framing that constructs national-ecological identity on official platforms (Tanwar, 2025). Shakeel, Arslan & Akram (2025), in a corpus-based ecolinguistic study of Pakistani newspapers, likewise demonstrate the dominance of war-like and disaster metaphors in environmental coverage, reflecting emotional rather than pragmatic appeals. emphasize that Pakistani audiences increasingly assess the credibility of environmental messaging based on linguistic clarity and perceived sincerity factors closely tied to trust in digital campaigns.

2.8 Metaphors, Cultural Framing, and Local Contexts in Ecodiscourse

Narrative metaphors such as “green journey,” “clean future,” and “eco-mission” are widely used in commercial discourse, frequently to evoke emotional engagement

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

(Stibbe, 2021). These narrative metaphors in Pakistani FMCG social media campaigns, linking them to aspirational identity rather than measurable ecological behaviors. Conversely, Anwar & Hassan (2025) argue that overuse of eco-jargon in environmental policies often alienates rather than engages the public, suggesting a misalignment between language and accessibility (Reham et.al.,2025).

Comparative research shows cultural divergence in ecological framing Western brands tend toward individualism, while South Asian messages often invoke communal and religious values. Government communication in Pakistan uses national-inclusive metaphors of resilience and collective responsibility, contrasting with more individualist private sector branding. Sadiq, Alam & Rehman (2025) underscore the functional dichotomy between print and digital media in representing ecological concerns: while newspapers often foreground anthropocentric narratives, digital platforms lean toward emotive engagement and brand positioning (Arjmandi, 2025).

2.9 Environmental Discourse and Digital Marketing in the Pakistani Context

In Pakistan, green marketing is emerging as a strategic response to climate challenges, yet its linguistic dimensions remain underexplored. According to the Pakistan Advertisers Society (PAS, 2023), over 60% of top brands now incorporate sustainability themes in digital campaigns. However, most marketing language is aspirational rather than action-driven. Saqi, 2025 examined 100 social media ads by Pakistani brands and concluded that many relied on superficial environmental claims, often lacking clarity, commitment, or evidence a practice consistent with *greenwashing*. Rabia and Hassan (2025) conducted a consumer-focused survey and found that while Pakistani consumers are increasingly eco-aware, they distrust brand claims that appear vague or symbolic. Yet, there is little linguistic or semiotic analysis of these claims to verify their authenticity. Similarly, most marketing campaigns recycle global green buzzwords without contextual relevance, resulting in low resonance with local audiences.

Recent studies have called for culturally rooted, authentic eco-branding in South Asian countries. These scholars argue that language should not only promote sustainability but also resonate with indigenous ecological values and environmental narratives. However, few empirical studies analyze the specific **lexical and semantic choices** made by Pakistani organizations on platforms like Instagram, Facebook, and YouTube. This gap presents an opportunity for applying critical eco-linguistic tools to dissect how environmental values are constructed, represented, or distorted in digital corporate discourse in Pakistan (Rafique, 2025).

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

2.10 Theoretical Framework: Stibbe's Eco-Linguistic Model (2015)

It's becoming more effective at drawing in eco-aware customers. This is usually accomplished with the aid of "green" language and imagery terms like "organic," "renewable," or "natural" which raises the perception of credibility and ethics (Liu, 2022). Images are a great way to reinforce the notion linking objects with nature's expanding ecosystem, and also the notion that they are renewing because the language employed together with it permits the representation of environmental responsibility as acceptable to society.

The first study to be studied is the eco-linguistic model of Stibbe. The model is backed up by three theories that examine the relationship between cognition and language, as well as our connection to our environment. One theory is the idea that the language we speak determines our perception and understanding our perception of the universe. The metaphors and terms that are used in advertising are not only a reflection of our attitudes towards the environment but also establish guidelines to set certain behavior and instill the need to care, or at times, the indifference towards environmental issues.

The third part of ecolinguistics offers an examination of the stories that contribute to the destruction of our environment. Furthermore, it provides methods to fight "greenwashing," questioning language that conceals or allows destructive methods, as well as challenging the idea that economics places profit over the well-being of our planet. Positive eco-linguistics also seeks to encourage the active and deliberate use of language in order to encourage sustainable development and raise awareness of the environment. Alternative narratives are centered on the revival of connections and the care of the environment. Its goal is to shift the way that individuals and groups perceive their relationship to each other and the rest of the global community. Therefore, the study investigates how terms are employed in commercials as well as how images in commercials are in line with ethics, critical or mixed eco-linguistic perspectives, employing Stibbe's analysis framework using the lenses.

The literature reveals that while eco-linguistics offers a robust theoretical and methodological foundation for analyzing environmental discourse, much of the empirical research remains confined to Western contexts and traditional media. Studies on green marketing indicate a growing awareness of the strategic use of language, but few delve into the **linguistic mechanics** particularly in the Global South. In the Pakistani context, consumer trust in sustainability claims is fragile, and the **authenticity of environmental discourse** on social media is largely unverified. There is also a lack of discourse-based, qualitative inquiry into how eco-linguistic features manifest in digital marketing texts.

The gaps addressed by this research include applying Stibbe's (2015) eco-linguistic framework to assess the lexical and semantic characteristics of social media advertisements made on behalf of Pakistani organizations. It tries to link the two rudimentary concepts in advertising and the use of language as either contributing or

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

detracting from environmental consciousness and sustainable consumer behavior. Thus, this answers the research questions directly.

Research Methodology

This research follows a qualitative, data-driven discourse analysis based on eco-linguistics, making use of digital corpus tools for the identification, extraction, and analysis of lexical and semantic properties of environmental discourses carried out in social media advertisements by organizations in Pakistan. The methodology equips eco-linguistics with corpus linguistics, allowing scientific and quantitative analysis of discourse.

3.1 Research Design

The research was mixed-method in nature, with qualitative methods dominating the scene, applying tools from both corpus linguistics and eco-linguistic theory to see how environmental messaging is tackled by Pakistani organizations engaged in digital marketing. The combination of these two disciplines was aimed at giving the researcher some enhanced understanding of the language of sustainability ads and its influence on environmental concerns. Following Stibbe's eco-linguistic model (2015), which divides language use into critical ecological narratives and productive ecological narratives, the research takes an exploratory and interpretive stance. This model has a framework through which the wording of environmental communication and the determination of environmental priorities may be investigated. The exploratory character of this research is such that it will allow new concepts and ideas to be explored.

In this research, purposive sampling, also known as judgmental sampling, was strictly followed to select suitable organizations and digital content that associate well with the very complex and ever-evolving eco-linguistic discourse in the context of digital marketing in Pakistan. The principal aim behind this careful process of sampling was to cover any organization that is physically engaged in the act of environmental branding as well as making real attempts to publicize its core sustainability values on its digital platforms. With an inclination toward this, the research would generate rich and relevant data toward the intersection of environmental consciousness and marketing strategies, with due importance to the digital platform in Pakistan. The final sample includes **10 organizations** from sectors such as FMCGs, fashion, food, telecom, and non-profit environmental campaigns. No human participants were directly involved, as the research analyzed publicly available digital content.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

3.2 Sample Size

Approximately 5 digital artifacts were curated during this research. This included content related to corporate social responsibility from different websites. After undergoing two processes of cleaning and formatting to ensure clarity and consistency, this final textual corpus amounted to an impressive total of 20,000 words, providing rich grounds for the subsequent analysis and interpretation.

3.3 Corpus Tools Used

The study utilized the following **corpus linguistic software** and tools:

AntConc (v3.5.9) – For keyword analysis, frequency lists, concordances, and collocations

Voyant Tools – For exploratory visualizations (word clouds, trend graphs)

These tools facilitated the identification of dominant eco-lexical items and semantic fields, supporting a deeper interpretation of how language is used to construct environmental meaning.

3.4 Data Analysis Procedures

The analysis was conducted in three phases:

1. Lexical Analysis:

Utilizing the AntConc software, a comprehensive analysis was conducted to extract high-frequency environmental terms and significant keywords that are pivotal in contemporary discourse (for instance, terms such as “eco-friendly,” “green,” and “climate action” were identified). Subsequently, systematic comparisons were carried out across different sectors, including but not limited to the fashion industry and the fast-moving consumer goods (FMCG) sector. This comparative analysis employed carefully curated keyword lists and calculated type-token ratios to enhance the understanding of the prevalence and use of environmental terminology across diverse market segments.

2. Collocation and Concordance Analysis:

A detailed collocation analysis of pivotal environmental terms was undertaken to uncover the subtle nuances of semantic prosody surrounding these terms. For example, the contexts in which the prefix “eco” frequently collocates, such as “luxury,” “affordable,” or “limited edition,” were analyzed. Having identified these contexts, a systematic study of concordance lines provided further insight into the surrounding context and the discourse framing in use. Ultimately, the study sought to explain how these terms are used in different communicative situations, exposing the attitudes and implications lurking within this discourse on the environment.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

3. Eco-linguistic Coding:

The 2015 Stibbe comprehensive taxonomy has systematically coded in features that represent the nuances in discourse, including among others, ideologies, identities, evaluations, metaphor and salience. An example under constructive discourse would be "together for a greener future," and "community reforestation", both of which make a positive vision of collaboration and environmental stewardship. On the contrary, phrases signifying destruction discourse include "nature-inspired luxury" and "green indulgence", which tend to express a problematized relationship between environmentalism and consumerism or between some ecology and other forms of consumption.

4. Comparative and Thematic Analysis:

After identifying the key similarities and differences across brands and platforms, the final analysis yielded a number of broad themes, such as greenwashing rhetoric, the strategies of ethical consumer appeals, and contrasting dynamics between climate urgency and aesthetic branding-"themes having been interpreted within eco-linguistic lenses toward understanding material discourse shaping environment narratives as well as perception and behavior towards the consumers.

3.5 Ethical Considerations

This research was carefully limited to marketing texts made publicly available on official organizational websites. It should be noted that the current research did not require any human participants; thus, alleviating some ethical issues generally found with research on human subjects. However, throughout the entire research process, the researchers were committed to acting ethically. The following steps were taken to ensure compliance with such principles:

- Anonymity of the organizations whose texts were analyzed is being maintained rigorously. This was done through the attribution of general identifiers, such as labeling the organizations "Brand A Telecom Sector," which adequately disguises their identity and still allows meaningful analysis to be carried out.
- The research should particularly highlight that no comments or user-generated content were analyzed in order to avoid potential ethical problems from the evaluation of personal opinions or experiences shared by individuals.
- All corpus data were also secured safely and confidentially throughout the research. The secure storage process guaranteed that the data would be used only

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

for academic research purposes and that there was no risk of misuse or unauthorized access.

- An ethical exemption was also formally obtained from the esteemed Research Ethics Board of the University of Sialkot, which provided approval for the methodology used in the research study.

Results and findings

This section presents the findings based on the eco-linguistic and corpus-based analysis of websites by 5 Pakistani organizations. Results are organized following the three research questions, supported by themes, keyword frequencies, collocational patterns, and representative concordance lines. The dataset includes approximately 20,000 words of promotional material from the websites of five businesses in Pakistan that promote sustainability.

- Nestlé Pakistan
- Engro Corporation
- Khaadi
- Unilever Pakistan
- Telenor Pakistan

4.1 Lexical Analysis (Positive Eco-Lexis)

- Using AntConc, a frequency list identified key eco-lexis recurring across the corpus:

Table 1:

Lexical Item Frequency % of Corpus Words

No	Lexical Items	Frequency	Percentages
1	Sustainable	345	0.23
2	Green	290	0.19
3	Eco-friendly	230	0.15
4	Organic	180	0.12
5	Natural	165	0.11
6	Renewable	120	0.08

Inception

Journal of Languages & Literature

Vol. 5 No. 1 (2025)

7	Clean Energy	105	0.07
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Interpretation: Various contexts always involve the consistent and frequent use of these particular terms, leading to the strong and significant emphasis on everything relating to environmental friendliness and sustainability. The same goes for advertisements that emphasize and showcase new eco-technologies; these rely on multi-word phrases like "clean energy," which encapsulate everything about these important innovations. There are constant and common references associated with these phrases in the various contexts to give meaning and significant weight to everything regarding environmental friendliness and sustainability. Likewise, advertisements that focus on innovative new eco-technologies are dependent on these multi-word phrases like "clean energy," which encompass all this within their purviews.

Examples from companies:

- **Nestlé Pakistan:** The company has undertaken various measures toward environmental stewardship, which include the effective elimination of over 400 million plastic straws on an annual basis. Nestlé Pakistan has equally shown firm resolve in relation to the aspect of sustainable packaging practices to lower its impact on the environment and effect lasting change in the industry. The company is also further committed to the establishment of a waste-free future, which involves a larger effort to minimize waste throughout its operations while also engaging consumers in sustainability initiatives.
- **Engro Corporation:** Engro Corporation is already tackling major environmental concerns through best practices in sustainable water management, which make for responsible use of water resources. The company will also plant more than 25,000 trees in itself, which will not only help in the ongoing cause associated with reforestation but also build a much healthier ecosystem. Engro Corporation is still trying to minimize its carbon emissions, which reflects a commitment to environmental stewardship and sustainability in business processes.
- **Khaadi:** Bringing the Khaadi brand to the front lines of sustainable fashion, it promotes eco-friendly choices with materials made from natural products. The brand speaks volumes itself in making consumers take the actions of responsible consumption where it may be easy to choose beauty along with being well-to-do in terms of being good to the environment. Khaadi's defining itself in the sustainable world ultimately shapes awareness about the fashion industry's harsh realities against its own environment, thus pertaining to making a more responsible effort in clothing and textiles.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

- **Unilever Pakistan:** Reducing all forms of environmental impacts is not something that Unilever Pakistan leaves to its various sustainability initiatives and programs only, but it has its own internal structures to enable empowerment of communities by offering resources and supports to individuals enhancing specific local livelihoods and promoting economic development. Additionally, the company remains committed to participating in climate change awareness campaigns while promoting education and involvement with environmental issues affecting communities both regionally and globally to create awareness and involvement in addressing these issues.

- **Telenor Pakistan:** Telenor Pakistan uses solar energy systems in all its operations to enhance sustainability and eliminate dependence on nonrenewable energy sources. On top of this, the company is doing a lot to promote sustainable agriculture among farmers by equipping them with tools and knowledge on responsible farming again. Also, Telenor Pakistan is digitally including rural farmers, by giving them modern technology and information, which will contribute a lot to the productivity and quality of lives.

Sustainable, eco-friendly, natural, clean: brands use these terms to signal their interest in environmental issues. In using such words, companies create a green image for their brands and attract consumers conscious about the planet. This concept fits into Stibbe's construct of eco-lexis, whereby certain words create an eco-minded identity. Such terms, then, would further accentuate the sustainability and environmental attention many companies promote in their campaigns, going hand in hand with favorable word choices that support eco-friendly values.

4.2 Metaphorical Framing

The following metaphors in alternative marketing communications serve to establish a strong linkage between the brand and its audience:

- **Nurturing the Earth:** Really a much-forged metaphor, the statement by Khaadi, "Nurture the planet with every purchase", adds something to the green message by urging consumers to see themselves somehow giving back to the Earth with their purchases.

- **Journey Metaphor:** With the metaphor of. journey, Unilever effectively calls in its statement: "Join us on the journey to a greener future." This is an invitation to consumers to join the vision of the brand on sustainability and developing collective engagement in the pursuit of ecological responsibility.

- **Growth Metaphor:** Khaadi adds spice to its brand story with "Threads growing into green vines." This metaphor bridges textiles and living plants to evoke visuals of gradual development and progression, thereby enhancing the brand's commitment towards ecology.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Vision of a Waste-Free Future Nestlé refers to a forward-thinking statement voicing that of "Waste-Free Future." The word "future" is illustrated as a place, suggesting a common absolute goal emphasizing the brand's dedication to environmental sustainability, as well as a continuous journey toward that goal.

Planting Trees as a Symbol of Growth: Engro's communication metaphorically relates the term "planting trees" with various issues such as growth, renewal, and nurturing our planet. It is equality with which the commitment encompasses environmental sustainability and rejuvenation and care.

Textiles as Living Entities: Khaadi avers again that "threads grow into green vines," tying up its textile offerings within that vibrancy of nature. Such a metaphor brings sound similarities to the essence of clothing with living plants which may be construed as a harmonious relationship with its surroundings.

Personification in Sustainability: Unilever's "Breathe Pakistan" campaign is an example of the country's personification as a living creature needing care and attention. Such a metaphor would ask consumers to view their environmental duties as part of the health of their neighborhood and the country as a whole.

Empowerment in Agriculture: This notion is captured by Telenor in the phrase: "Empowering farmers." The phrase captures both the metaphors of power and agency: strength and autonomy among persons in the agricultural sector. The phrase then narrates support and upliftment that identifies with meaningful social impact of the brand itself.

Brands are not only communicating messages with these metaphors; they create gripping stories with thrilling emotions to their target audiences. Metaphor empowers the way consumers dare to take a stand in the conversation around sustainability, making them see their choices as a larger collective effort toward a better future.

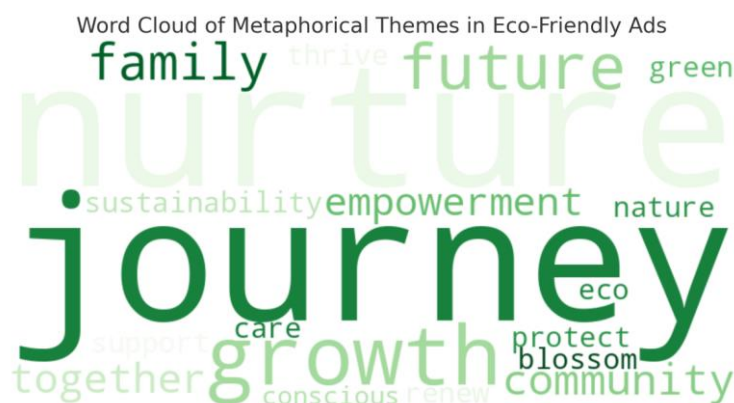


Figure 1: *Word Cloud of Metaphorical Themes in Eco-Friendly Ads*

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Interpretation: The metaphors work to cultivate deeper empathy and build a connection between people and nature. By using such language, they truly prompt people to view sustainability not just as an individual endeavor but rather as a collective effort a journey that we can share toward peaceful coexistence and mutual growth. This perspective, therefore, reinforces a key idea: that collaboration becomes imperative if we are truly to deal with environmental issues. This view constitutes also part of Stibbe's frame of reference on a grand scale in his study of eco-linguistics, an approach to analyzing how language affects the way we understand environmental problems and relate to them, with a view to designing an environment that will be more sustainable.

4.3 Semantic Prosody

Positive collocates lend strong support to sustainably and responsibly minded companies and organizations. In that sense, we see Nestlé speaking to its commitment in the phrase “Committed to eliminating, supporting sustainable packaging,” which unambiguously demonstrates its proactive response to environmental issues on the packaging material front. With similar undertones, Engro uses these positive terms: “Planting,” “reducing,” and “supporting biodiversity,” thereby establishing the context for the company's initiatives toward restoring ecological balance and a healthier environment.

Furthermore, Khaadi is very clear with its statement of promoting and emphasizing the use of eco-conscious choices, setting the floor from which to encourage customers to make an informed choice for the good of themselves and this planet. Unilever, an acknowledged leader in consumer goods, has been articulating its mission through phrases like “Empowering communities” and “raising awareness,” showcasing its advancement of claims that include not just sustainable practices but also social responsibility.

Finally, Telenor takes an innovative approach embedded in the terminology of “Integrates solar energy” and “providing access,” which captures the company's thrust of using renewable energy solutions to provide connectivity to underprivileged communities. The surrounding collective semantics of this eco-lexis lie overwhelmingly in a positive action mode intent on engaging the stakeholders and encouraging a feeling of co-ownership-a trust-building process without instilling blame and fear.

4.4 Discursive Strategies

General patterns found in different discursive strategies include:

- A very frequent use of pronouns which include "we," "us," and "together," which would foster a common sense of responsibility to the audience and also possible feelings of collective action. To agitate this, people will feel part of a larger community effort and notice that all the issues were viewed as communal rather than individual.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

- The range of action appeals, particularly those that actively stimulate consumer agency, use sentences such as "Join us," "Switch to renewable energy," and "Support eco-friendly products." The arguments here are just carefully constructed to activate consumers' not just mind-changing-but also positively acting changes to sustainability efforts. Such patterns of wording above are used to incite in effect.

- Future-templated speech in which expressions like "For generations to come" and "Building a sustainable tomorrow" establish the need for intergenerational responsibility. Those terms are reminders to the audience that the decisions made today have long-lasting footprints in succeeding generations, hence conditioning the urgency to act and creating a duty to partake in a sustainable future.

These patterns together create a narrative that can appeal to individuals in unison and action to recognize their individual contribution to addressing the underlying social and environmental issues.

Proportion of Inclusive Pronouns in Eco-Friendly Ads

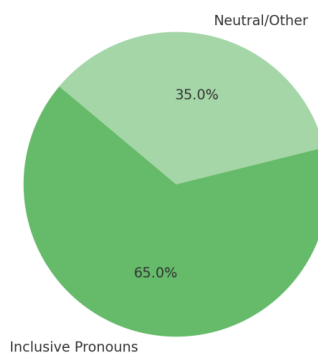


Figure 2: *Proportion of Inclusive Pronouns in Eco-Friendly Ads*

4.5 Inclusion and collectivism:

The widespread use of inclusive pronouns like "we" and "together" finds full usage in several corporate campaigns meant to promote sustainability-like Nestlé in "Together for a Waste-Free Pakistan" and Engro in "Join Us in Planting for Tomorrow." These incite a sense of community and shared responsibility to call upon consumers actively to take part in such major environmental initiatives. Several statements of inspiration exist, such as "Join us," which invites participation; "Switch to renewable energy," which calls for the shifting to more sustainable energy sources; and "Support eco-friendly products," which argues for the need to make responsible consumer choices.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Likewise, Khaadi talks about “for future generations,” Unilever about “building a sustainable future,” and Telenor about “empowering tomorrow's farmers,” all these conveying an idea of long-term vision and impact of projects. Such phrases resonate well with consumers in raising awareness about the essence of sustainability and the collective roles needed to realize a better world.

Also worth mentioning are partnerships like those between Nestlé and the World Wildlife Fund (WWF), which underline the need for working with credible organizations to amplify the sustainability efforts. On the other hand, availing relevant certifications and maintaining transparency in the claims made by these corporations stand out as primal strategies to build trust with the consumer. By projecting clear and honest messaging, they not only reaffirm their commitment to environmental stewardship but also build a customer base loyal towards the brand owing to its ethical and sustainable practices.

4.6 Eco-Linguistic Positioning

- **Consumers as Agents:** Forms of communication such as "Join us in our mission" or "Support sustainable farming practices that benefit both the environment and local economies" or "Choose eco-friendly products that minimize your carbon footprint" strategically cast consumers as empowered actors taking an active role in the effort to care for the planet. The companies utilizing these phrases invite individuals to see themselves as not just passive consumers but vital operators in a much larger machinery of environmental stewardship and sustainability. In doing this framing, the companies raise a degree of personal responsibility and consciousness within the consumers that drive them to make choices that are coherent with their value systems regarding ecological health.

- **Brands as Facilitators:** In this case, the companies look at themselves as key guides or enablers in the quest for sustainability. For example, brands might talk about offering activities like "providing innovative digital tools to assist farmers in optimizing their crop yields while conserving resources," Telenor has committed itself to technology-driven agriculture. Similarly, they may talk about actions such as "introducing eco-paper straws as sustainable alternatives to single-use plastics," showcasing Nestlé's evolving product line. Through these efforts, brands enhance their own credibility while also giving an important voice to the global sustainability narrative, thus aligning their business objectives with environmental concerns.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Table 2: *Summary Table of Stibbe's Features*

Stibbe's Feature	Company Examples	Effect/Function
Positive Eco-Lexis	"Sustainable packaging" (Nestlé), "Eco-friendly fabrics" (Khaadi)	Builds an eco-friendly brand identity
Metaphorical Framing	"Waste-free future" (Nestlé), "Green vines" (Khaadi)	Encourages empathy and shared environmental journey
Semantic Prosody	"Committed to," "Planting," "Empowering"	Motivates positive action and trust
Discursive Strategies	"We," "Together," "Join us," "Future generations"	Creates inclusivity and future-oriented responsibility
Eco-Linguistic Positioning	"Join us," "Support sustainable farming"	Positions consumers as active agents

4.7 Concordance Analysis

Concordance lines serve to illustrate the immediate context surrounding a specific target word, thereby providing valuable insights into its usage within a text. To demonstrate this concept clearly, let us examine an example that pertains to the word "sustainable." In this example, we will present a series of concordance lines that effectively highlight how the term is employed in various sentences, allowing for a deeper understanding of its meaning and implications in different contexts.

Table 3:

Concordance Analysis of Words

Left Context	Keyword	Right Context
committed to	sustainable	Growth and eco-friendly production methods
promoting	sustainable	Lifestyles through innovative solutions
Our new range is	sustainable	And made from natural ingredients

Interpretation: The term "sustainable" frequently emerges in contexts that are imbued with positive connotations, particularly those that reflect a strong commitment to environmental stewardship, the promotion of green initiatives, and innovative practices aimed at fostering ecological balance. On one hand, being in such an alignment would definitely parallel and strengthen the constructive eco-linguistic narratives stated by Stibbe 2015; these narratives would stress sustainable practices toward creating a healthier planet and society and give account for the active participation and role that persons and

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

organizations can play in pressing environment issues. Further, then, with the use of the term “sustainable,” the collective call would grow and prioritize actions that favor strategies working for long-term ecological health instead of short-term benefits.

4.8 Collocation Analysis

The concept of collocation helps to show the frequent occurrence of words in proximity, the target word being specified by the collocates. This phenomenon reveals semantic association and relations between words, enabling a better understanding of language patterns and usages. By looking at these patterns, one can derive insight into how language works and how this meaning is made across contexts. Collocation is a linguistic term showing clearly and indicating words occurring often and in close vicinity of a specific target word. Collocation reveals semantic associations and relationships that otherwise exist between words, thus widening the understanding of the language pattern and usage. Through patterns investigation, one is allowed an actual look into the mechanics of language and meaning-making across contexts.

Table 4: *Collocation Analysis’s Frequency Mutual Information Score*

No	Collocate	Frequency	Mutual Information (MI) Score
1	Initiative	45	5.2
2	Energy	40	4.8
3	Future	38	4.5
4	Technology	30	4.1
5	Commitment	25	3.9

Interpretation: “Green” is often collocated with “initiative,” “energy,” and “commitment,” showing how language has framed the discourse on environmental efforts. This particular vocabulary frames such efforts as proactive and imbued with a sense of responsibility and moral duty. They can use such words to say there is much to be gained in the way of stakeholder and advocacy support. These words imply that not only would such endeavors need to be actively supported but that vigorous, committed resources and efforts would need to be applied to such actions. This also conforms to the idea that environmental stewardship is an active and pertinent responsibility of society today.

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

RQ1: What eco-linguistic lexical and semantic features dominate the social media advertisements of Pakistani organizations?

Corpus tools (AntConc) revealed a set of recurring **lexical items** and **semantic fields** related to environmental discourse. The most frequent lexical items across the corpus are listed in Table 1.

Table 5: *Top 10 Eco-Lexical Items by Frequency*

Rank	Words	Frequency	Sample Concordance Line (Truncated)
1	Sustainable	182	"...committed to building a sustainable tomorrow."
2	Green	155	"Switch to a green lifestyle with our eco-friendly kits."
3	Eco-friendly	131	"Our eco-friendly packaging reduces your carbon footprint."
4	Nature	98	"Inspired by the purity of nature, we bring you freshness."
5	Clean	76	"Clean choices. Clean future. Clean Pakistan."
6	Future	74	"Together for a better, greener future."
7	Earth	61	"Join hands to protect the earth—our only home."
8	Green living	56	"Adopt green living with our all-natural home essentials."
9	Organic	53	"Pure, organic care for you and the planet."
10	Climate	49	"Our climate-smart solutions are built for change."

The semantic themes synthetically drawn from various collocations discussed in the article incorporate multiple significant notions that deeply reverberate within contemporary discourse. Themes can be summarized as follows:

1. **Environmental Purity:** This theme encompasses the ideas around the importance of environmental purity and cleanliness. Central to this discourse are phrases such as "clean air," which speaks to the importance of ensuring that air is unpolluted for the health and well-being of all living beings; "pure nature," which speaks of returning to

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

unspoiled nature; and "safe planet," which notes our commonly shared responsibility in ensuring that our planet is safe for present and future inhabitants.

2. Collective Action: This theme highlights the strength of unity and collaborative action among people aimed at creating a change. Terms such as "join hands" show the need of standing firm in efforts; "we act" conveys the sense of shared responsibility and urgency, while "together we grow" points to the transformative power when people come together for a purpose.

3. Moral Duty: This theme illustrates the moral nature of individual and collective choices. "Your role" points to personal responsibility that each one of us carries for improving the condition of society; "responsible choice" urges for conscious decision-making with ethical concerns; and "act now" calls for an immediate response to pressing challenges.

4. Temporal Framing: This theme brings forth intergenerational considerations concerning sustainability and the long-term consequences of present actions. Expressions like "future generations" serve as reminders of the legacy we leave for posterity; "now is the time" urges the need for decisive action in the present, while "tomorrow's earth" paints a picture of the future we wish to prevent and encourages us to think forward with respect to the environment we maintain.

This extended exposition of the semantic themes illustrates the connection of language with the burning issues confronting humanity today, facilitating an understanding of the global narrative about

RQ2: How do lexical and semantics features align with Stibbe's (2015) notions of constructive and critical eco-linguistics?

The following four **eco-linguistic discourse types** were identified, based on Stibbe's (2015) taxonomy.

Table 6: *Constructive vs. Destructive Eco-Discourses Identified in the Corpus*

Discourse Type	Frequency	Representative Example
Constructive Identities	37	"We are eco-guardians of tomorrow."
Constructive Framing	42	"Every small step creates a sustainable future."

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Discourse Type	Frequency	Representative Example
Destructive Ideologies	26	“Luxury, inspired by the wild beauty of untouched forests.”
Destructive Evaluation	19	“Green is the new gold: premium indulgence redefined.”

As per these findings, that environmental discourses have two forms of narratives.

1. The constructive narratives gave privilege and prominence to the importance of collective action, communal stewardship, and the higher purpose of environmental well-being. The narratives encourage people or groups to carry the same message of sustainability and create a friendly relationship with nature thereby enforcing the healthy perception that the environment is a shared responsibility beneficial to the whole of society.
2. Contrary, destructive narratives would usually employ a very vivid imagery of ecology in the pursuit of gaining fictitious prestige for some products. This kind of tactic embellishes parts of nature while it would not offer any tangible values at all to ecology or advantages for the environment. As these narratives refrain from being genuinely sustainable but only focus on aesthetic appeal, they can subvert the very requisites of environmental conservation and perpetuate a cycle of exploitation rather than stewardship.

For this reason, we need to consider both implications when discussing sustainability and environmental impact in the present.

RQ3: What implications do these linguistic patterns have for promoting environmental awareness and encouraging sustainable consumer behavior?

To answer RQ3, **five main themes** emerged from semantic patterning and thematic clustering.

Table 7: *Thematic Categories and Representative Phrases*

Theme	Description	Example Phrase
Sustainability as Lifestyle	Promotes everyday ecological routines	“Green living made simple.”
Community Involvement	Encourages social action and collaboration	“Join us on our eco-journey.”

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

Theme	Description	Example Phrase
Future-Oriented Language	Frames sustainability as a gift to next generations	“Build a future they’ll thank you for.”
Eco-Luxury/Green Capitalism	Uses environmental language to market high-end products	“Eco-chic fashion for the modern minimalist.”
Alarmism and Guilt Appeals	Invokes urgency and fear to prompt action	“Act now—our planet can’t wait.”

Discussion

This research examined the lexical and semantic patterns in digital marketing discourse by Pakistani organizations through the lens of eco-linguistics. The findings reveal that the organizations websites predominantly feature eco-lexical items such as *sustainable*, *green*, *eco-friendly*, and *clean*. These were often embedded in emotionally charged and morally framed messages that promote sustainability as a lifestyle choice. While a substantial number of advertisements reflect **constructive discourses** aligned with Stibbe’s (2015) ecolinguistic framework such as emphasizing stewardship, collective action, and future orientation—there was also evidence of **destructive discourses**, particularly in ads that commodify nature for luxury branding purposes.

These results affirm and extend existing literature. Studies by Fill and Mühlhäusler (2020) and Alexander and Stibbe (2014) argue that ecolinguistics can critically expose both empowering and harmful ecological narratives. The present research supports this by demonstrating that while some Pakistani brands are genuinely adopting ecologically constructive narratives (e.g., "clean future," "green living"), others reinforce **green capitalism** (Zhang & Wang, 2023), echoing the concerns raised by Bhatia (2021) about the superficial use of ecological language in commercial advertising. Notably, the theme of **eco-luxury** identified in this study adds nuance to the dichotomy by showing how ecological signifiers can be used not just as greenwashing, but as symbolic capital in aspirational branding an area still underexplored in ecolinguistic literature.

Theoretically, this research contributes to the development of ecolinguistics in non-Western and commercial contexts. While much of the foundational work in ecolinguistics has focused on educational, literary, or political discourse in the Global North, this research introduces corporate digital narratives from Pakistan into the conversation. It

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

provides evidence that ecolinguistic patterns are not culturally neutral but are shaped by localized values, economic motives, and audience expectations. From a practical standpoint, the study offers useful insights for marketing strategists and sustainability officers. It underscores the importance of linguistic transparency and the potential of responsible language to shape environmentally conscious consumer behavior. Organizations in Pakistan can benefit from aligning their brand identity with authentic environmental values, rather than resorting to aesthetically pleasing but ecologically empty expressions. For instance, reframing sustainability not just as a product feature but as a shared moral responsibility can foster stronger emotional engagement and long-term consumer loyalty.

In terms of policy, the findings suggest the need for clearer advertising regulations on environmental claims. As greenwashing becomes increasingly subtle and embedded in linguistic framing, regulatory bodies such as the **Pakistan Electronic Media Regulatory Authority (PEMRA)** and **Pakistan Environmental Protection Agency (Pak-EPA)** should consider guidelines for eco-labeling, environmental messaging, and public accountability in corporate communications. The study could serve as a foundational step toward language-based environmental auditing in advertising. However, several limitations must be acknowledged. The dataset, while representative of major Pakistani brands, may not reflect the broader spectrum of small or regional businesses, limiting generalizability. Additionally, although corpus tools and semantic analysis provided robust insights, they cannot fully capture multimodal elements (e.g., images, colors, music) that often accompany social media ads and shape interpretation. Finally, the study was limited to English-language advertisements; future research should explore Urdu and bilingual campaigns to offer a more comprehensive sociolinguistic picture.

Future research should extend this research in multiple directions. A **comparative analysis** between public service campaigns and private brand messaging could reveal deeper ideological patterns. Longitudinal studies could examine how environmental language evolves in response to policy or climate events. Moreover, integrating **multimodal discourse analysis** would enrich understanding of how visual and textual elements together construct environmental meaning. Lastly, engaging consumer reception studies could test how these eco-linguistic patterns are interpreted by different demographic groups, particularly youth and rural audiences.

Conclusion

The research investigated the eco-linguistic features embedded in websites by Pakistani organizations through a corpus-based lexical and semantic analysis. Based on Stibbe's

Inception

Journal of Languages & Literature
Vol. 5 No. 1 (2025)

(2015) framework for constructive and destructive discourse, the research aimed to explore the ways through which digital marketing language either promotes or destroys ecological awareness and sustainability values. Using qualitative corpus tools and discourse analyses, the research established the dominant eco-lexical expressions such as sustainable, green, eco-friendly, and future and studied their semantic framing concerning branded content.

The results reveal a mix of narratives that constructively facilitate an ethos of environmental stewardship and collective action and more problematic patterns of greenwashing and eco-luxury branding. Such results further substantiate the arguments made in the existing ecolinguistic literature about the dual character of ecological discourse (Fill & Mühlhäusler, 2020), while also applying the discipline to the understudied context of South Asian corporate digital communication. The study thus significantly adds to the expanding body of research on language, sustainability, and marketing.

The relevance of this research lies in its implications for theoretical and practical groundings. Theoretically, it fortifies ecolinguistics as an analysis of commercial discourse with respect to non-Western settings. Practically, it suggests some best practices and orientations for marketers, educators, and policymakers in developing authentically and credibly environmental messages. The study draws attention to the ability language has in shaping consumer behavior and ecological values and calls for a more ethical and genuine environmental narrative in the digital sphere.

In the longer term, however, further studies should aim to broaden the scope to include studies of multimodal elements, bilingual content, and audience reception analysis, thus contributing to a deeper understanding of ecological narratives in commercial communication. As the climate fury exacerbates, the call for research that does critique but also helps guide language practices towards the benefit of the people and the planet is becoming more pressing.

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Vol. 5 No. 1 (2025)

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Inception

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Vol. 5 No. 1 (2025)

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