



## VENUE INFORMATION:



**PLENARY TALKS:**  
AULA MAGNA



**PARALLEL SESSIONS:**  
AULA MAGNA, T1,  
P4, P1, P2, P3



**COFFEE AND LUNCH:**  
AULA MAGNA



**CONFERENCE DINNER:**  
RISTORANTE ALLA CUCINA  
DELLE LANGHE  
CORSO COMO, 6 (MILANO)

## PROGRAMME



# CLAVIER 2023



**FRAMING NATURE: DISCOURSES  
PAST AND PRESENT OF NATURE  
AND THE ENVIRONMENT  
A SUSTAINABILITY PERSPECTIVE**



22-24 NOVEMBER 2023



PIAZZA INDRO MONTANELLI, 4  
SESTO SAN GIOVANNI (MI)

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Corpus and Language Variation in  
English Research



Department of Languages, Literatures,  
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Associazione Italiana di Anglistica



Multilayered Urban Sustainability  
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## PREFACE

This ebook collects the abstracts of the plenaries and papers presented at the CLAVIER2023 Conference *Framing nature: discourses past and present of nature and the environment*.

Founded in 2008, CLAVIER (Corpus and LAnguage Variation In English Research) is an interuniversity research centre currently based at the University of Modena and Reggio Emilia. With an interdisciplinary spirit, CLAVIER brings together researchers from various universities, including Milan, leveraging the synergy of corpus linguistics and discourse analysis. This unique approach aims to contribute to the integration of these methods in research on language variation concerning diachronic, geographic and socio-cultural dimensions. The centre pays particular attention to analysing different genres and methodological registers.

The *Framing nature* conference addresses the contemporary challenges faced by the relationship between humans and the natural world. In a world grappling with contemporary challenges such as climate change, natural resource depletion, plastic pollution and the emergence of novel diseases, the conference underscores the urgent need for a re-evaluation of our connection with nature. The concept of environmental sustainability, a pivotal consideration in 21st-century policy thinking, revolves around understanding and redefining this relationship. To this purpose, the conference highlights the critical importance of identifying and analysing the frames deployed in environmental discourses.

Topics range from urban regeneration, nature in policy discourse, and environmental activism to exploring intersections such as nature, ageing, and death, as well as the impacts of technology on our connection with nature.

The collection spans diverse realms, including literature, arts, conflict, national and international contexts, food, fashion discourse, public discourse, linguistics, tourism discourse, and corporate and financial discourse. Engaging with the multifaceted nature of environmental discussions, the abstracts shed light on linguistic, rhetorical, and multimodal means used to select and emphasize specific aspects in framing nature.

Highlighted within this compilation are panel discussions such as “Eco-transitions: Framing Nature and the Environment at Times of Change” and “Dis-4Change: Framing, Re-framing, and Counter-framing Nature to Effect Change in Discourse”. Additionally, panels exploring sustainability in the fashion industry and the nuanced framing of corporate responsibilities in environmental policies add depth to the critical discussion.

The ebook collects perspectives that contribute to our understanding of the intricate relationship between humans and the natural world. This analysis is not only essential for understanding our relationship with the environment but also for fostering the necessary cultural and behavioural changes.

The conference is an initiative of the research group in English Language and Linguistics within the Department of Languages, Literatures, Cultures and Mediations of the University of Milan. We are an intergenerational group, comprising senior and junior scholars, postdoctoral researchers and doctoral students. We count on each participant’s engagement in this event that addresses the planet’s future.

Jekaterina Nikitina  
Letizia Paglialunga  
Maria Cristina Paganoni

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# KEYNOTE SPEAKERS

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**Arran Stibbe** (University of Gloucestershire)

“Ecological identity”

November 23<sup>rd</sup> 10:00-11:00, Room T12

Chair: Daniela Francesca Viridis (University of Cagliari)

**Giuliana Garzone** (IULM University)

“Conceptualising Nature: Linguistic and Discursive Perspectives”

November 23<sup>rd</sup> 16:00-17:00, Room T12

Chair: Kim Grego (University of Milan)

**Johnathan Charteris-Black** (University of the West of England)

“The Paradoxical Framing of Nature: Epiphany or Apocalypse?”

November 24<sup>th</sup> 10:00-11:00, Room T12

Chair: Stefania Maci (University of Bergamo)

**Martin Reisigl** (University of Vienna)

“Framing road traffic and car collisions as natural phenomena. A Critical Discourse Study”

November 24<sup>th</sup> 16:00-17:00, Room T12

Chair: Maria Cristina Paganoni (University of Milan)

## Abstracts:

### ARRAN STIBBE

#### Ecological identity

This presentation explores how ecological identity manifests itself linguistically. The focus is on linguistic devices which place people within groups that include beings from the more-than-human world. Texts analysed include traditional and indigenous creation stories, books by Native American writers, New Nature Writing and podcasts by seed movement activists. The result is a ‘grammar of ecological identity’ which can be used in creative writing to reflect and promote reconnection with the natural world.

# GIULIANA GARZONE

## Conceptualising Nature: Linguistic and Discursive Perspectives

Conceptualisations of Nature play an important role in the value hierarchy underlying cultures, a fact that finds ample evidence in history, but is also quite evident in the contemporary world across countries and/or cultural areas, with important implications for the structures and processes of social life (cf., among others, Dobson, 2000; Stibbe, 2015; Kim et al., 2023). Only on rare occasions are conceptualisations of Nature openly exposed, but they do inevitably emerge, albeit often implicitly, in all kinds of communicative events – formal and informal conversations, news articles, periodical press, lectures, institutional documents and speeches, literary productions, etc.. Thus, being subtly woven into linguistic resources deployed in communication, in many cases conceptualizations of Nature can only be identified by painstakingly detecting linguistic cues revealing them directly or indirectly (cf. e.g. Macnaghten, 1993)

This presentation focuses on the linguistic and discursive aspects of conceptualisations of Nature as they emerge in contemporary discourses that deal with environmental problems and with other issues related to Nature understood as the physical world in all its aspects.

At first, consideration will be given to some crucial concepts introduced in the domain of environmentalism and sustainability advocacy in the last few years, and to the new terms introduced to designate them. This is considered to be necessary as the meanings of such terms generally tend to be taken for granted, but would deserve closer scrutiny. Therefore, the discussion will initially take an essentially socio-cognitive terminological approach (Temmerman, 2000). It will then move on to a discursive level, focusing on a corpus of institutional texts and news articles collected ad hoc, with the objective to identify conceptualisations of Nature in the corpus investigated. An essentially qualitative approach will be adopted, also relying on corpus linguistics to gain evidence for patterns emerging from the analysis. This will make it possible to provide an overview of some of the conceptualisations of Nature and of the Human / Nature relationship prevailing in the contemporary world.

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**MARTIN REISIGL**

**Framing road traffic and car collisions as natural phenomena.  
A Critical Discourse Study**

Nature is a deontic term with positive connotations. Thus, human artifacts and technology-based human activities are readily naturalized, that is, metaphorically framed as something natural. These naturalizations often stand in blatant contrast to the nature-destroying, non-sustainable processes that accompany human agency and technological achievements as well as their applications.

This contradictory issue will be demonstrated and critically examined in my talk. I will focus on the media discourse about traffic and car collisions as an example. The methodological approach to studying the naturalizing framing of traffic events is provided by a critical discourse analysis that integrates ecolinguistic assumptions. This approach involves, among others, frame analysis, argumentation analysis and metaphor analysis in their complex interplay. The empirical data subjected to analysis comes from media coverage of traffic and car collisions in Austria and Switzerland.

Before turning the critical gaze to these specific media discourse fragments, I discuss the relationship between nature and society from a general social science perspective. Under the impression of the increasingly threatening ecological challenges, this link of nature and society has turned out to be a closely entangled one that cannot be understood as a dichotomous relationship.

# JOHNATHAN CHARTERIS-BLACK

## The Paradoxical Framing of Nature: Epiphany or Apocalypse?

A survey of metaphors that describe human relationship with nature suggests that it is typically paradoxical in nature. Nature can be a Factory or a Machine that provides resources to be exploited or it can be a Web in which all things are bound together, implying that we are all part of a wider ecological system. This relationship can be described metaphorically from a detached, anthropocentric viewpoint as a ‘battle’, a ‘struggle’ or something to be ‘fixed’ or from a biocentric perspective as a relationship of harmony: a well-balanced ecosystem of which we too are a part. Whether we engage in a competitive exploitative relationship with nature, or a relationship of homage may well influence whether nature takes revenge on humanity and tips us into extinction or whether we become upstanding moral custodians of our own living habitat.

In this paper I hope to explore the tensions underlying our relationship with nature by exploring some metaphors and myths that occur in climate change discourse, such as ‘Mother Earth’ or the 2023 ‘Cerberus’ heatwave, the ‘tipping’ point’ and the need for ‘Cathedral Thinking’. I will suggest that those engaged in nature-related discourse, such as Climate Activists, New Nature Writers and even Scientists can be persuasive when they adhere to a religious naturalism expressed in what I will describe as a ‘Discourse of Reverence’ for nature. Metaphors that communicate a numinous aesthetics of nature may bind us together and enable us to breathe and perhaps, even, to survive within a living planet.

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# PANELS

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# ECO-TRANSITIONS: FRAMING NATURE AND THE ENVIRONMENT AT TIMES OF CHANGE

## **Panel organiser:**

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## **Panel contributors:**

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**Daniele Franceschi** (University of Roma Tre)

**Eleonora Gallitelli** (University of Roma Tre)

**Lucilla Lopriore** (University of Roma Tre)

**Silvia Sperti** (University of Roma Tre)

## **Panel description:**

This panel intends to bring together contributions that investigate how the language we use today to speak about weather, climate and environmental issues in the context of youth activism, ecotourism and urban sustainability is rapidly changing and triggering different conceptualizations, i.e. framings, of the world and of our practices. The focus is on the in-flux nature of 'green discourse' in both native and non-native Englishes, in institutional communication as well as in news articles, blogs and on social media. It can indeed be argued that the lexicon of present-day English is going through a process of readaptation with respect to vocabulary related to environmental topics, due to much discussion in recent years about the impact of human activities on the ecosystem. The aim is thus to analyze forms of lexical innovation and creativity, motivate their emergence from a cognitive perspective and observe how lexicographic resources are incorporating new words, phrases and expressions.

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## ECOTOURISM AND WILDLIFE Conflicting framings in safari tourism discourse

Typically included within the main forms of “animal-based tourism”, safaris have also been proposed as examples of ecotourism since they often take place in reserves that financially support wildlife conservation. Despite this, the positioning of non-human animals in tourism, as well as the factual ecological character of ecotourism itself, remains controversial (Burns, 2021).

This paper sets to investigate popular conceptualisations of safari tourism and its implications for our understanding of the natural world – non-human animals in particular – by looking at media representations of the activity. Specifically, it examines a small corpus of online articles selected from *The Guardian* and *The Times*. These range between the early 2000s and today, and feature stories about safaris in Kenya. The research combines cognitive linguistic and critical discourse analytical approaches. It performs an analysis of the data aimed at the identification of lexical units that evoke (Fillmore & Baker, 2010) or trigger (Stibbe, 2021) specific frames or packages of knowledge and expectations (Tannen, 1993) used to talk about safaris. The frames thus identified are evaluated according to the guidelines of Ecological Discourse Analysis, which seeks to address “how language is involved in forming, maintaining, influencing or destroying relationships between humans, other life forms and the environment” (Alexander & Stibbe, 2014, p. 105).

Results point at the presence of conflicting framings in safari tourism discourse. The latter is either conceptualised as a beneficial and necessary activity for the preservation of wildlife and natural sites; or implicitly likened to hunting and therefore deemed unethical, with tourists portrayed as aggressive participants. This outcome suggests that safari tourism instantiates a form of ambivalent discourse (Stibbe, 2021). Moreover, it testifies to the contradictions inherent in the notion of ecotourism itself, as it involves both the well-being of non-humans and the provision of economic benefits for local communities.

**Keywords:** cognitive linguistics; critical discourse studies; ecolinguistics; ecotourism discourse; frame analysis.

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## THE NEW ECO-LEXICON A lexicographic perspective

The aim of this presentation is to examine the new lexical items related to climate change, sustainability and the environment that were added to the *Oxford English Dictionary* (OED) in the 2020-2023 period. With the increase in extreme weather, climate and geophysical events and as the result of much discussion about how to tackle environmental challenges and foster sustainability in different contexts, it is clear that this is a rapidly changing area of the English lexicon, and one that lexicographers have been carefully monitoring in recent years. However, the mainstream dictionaries of English have only partially incorporated lexical innovations which instead abound in the press, on social media and in crowdsourced dictionaries, such as the *Free Dictionary*, the *Urban Dictionary*, etc., as well as in those meta-dictionaries, e.g. *Wordnik*, that bring together several different sources. Although both crowdsourced and meta-dictionaries are often of questionable quality (Nesi 2012), they provide useful indications of possible future lexicalization patterns.

While some already existing (compound) words have undergone meaning change (e.g., *climate refugee*, *ocean warrior*, *windmill*), thus making it necessary for the OED to include new senses, in other cases brand new lexical items were incorporated into the dictionary. The latter present different degrees of transparency (Mattiello & Dressler 2018): if the meaning of *eco-anxiety*, *superstorm* and *degrowth*, for instance, is easily inferable, the same cannot be said for *range anxiety*, *rain garden* or *digester*, let alone for those elements that were imported from other languages (e.g. *kaitiakitanga*) or which are highly creative, such as *plasticarian*, *localvore*, *morbique* or *wish-cycling*, to mention a few.

A cognitive linguistic account (Lakoff 2010, 2012) of the dominant framings underlying novel formations in the area of climate change, sustainability and related environmental issues is provided, both with reference to the new lexicalized items in the OED and to the emerging trends observed in crowdsourced platforms and meta-dictionaries.

**Keywords:** lexicalisation; OED; crowdsourced dictionaries; meta-dictionaries; eco-lexicon.

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## FRAMING SUSTAINABLE FARMING RU:RBAN Urban agriculture for resilient cities

This paper intends to reconstruct and analyse the discourse on sustainability found on the webpage of “RU:RBAN Urban agriculture for resilient cities”, an EU-cofunded project that seeks to transfer the management model of urban gardens in Rome to other cities across the European Union with the declared aim of encouraging a more integrated and sustainable urban development. The project, implemented between 2018 and 2021 in six cities, was so successful that it was extended in a “Second Wave” from 2021 to 2022, involving four other cities.

Multimodal discourse analysis (Kress and van Leeuwen, 2001) will be used to study the role of intersemiosis in the project’s website; the focus will be on the discursive implications and underlying ideology to be extrapolated from the visual, verbal and audiovisual texts of the project’s logo and NRP (Network Result Product) video. An aural analysis of the video soundscape will examine how non-native pronunciation in an ELF environment, intermingled with different local languages and languaging, can reinforce a sense of citizen inclusion and engagement (Cortese and Hymes, 2001), emphasising the participants’ identity as Europeans.

Considering lexical innovations as possible trigger words to bring particular source frames to mind (Stibbe, 2015), the semantic changes of terms such as “rurban” and “gardeniser” will also be investigated. The qualitative method of critical discourse analysis will thus be integrated with an analysis of concordances in order to examine new meaning patterns arising in specific contexts.

Finally, comparing the keywords of the project materials with those of the EU Urban Agenda and the UN Sustainable Development Goals – the latter presented as related content on the RU:RBAN webpage – some provisional conclusions will be drawn on the particular framing of urban sustainability within the wider discourse of the European Green Deal (Eckert and Kovalevska, 2021).

**Keywords:** urban sustainability; framing; Critical Discourse Studies; multimodality; European Union.

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## INVESTIGATING YOUNG ACTIVISTS' DISCOURSE AND LANGUAGE CREATIVITY IN MULTILINGUAL CONTEXTS Emerging perspectives from FridaysforFuture (FfF)

The aim of this research study is twofold: to explore how climate communication discourse in movements such as *Fridays for Future (FfF)* has been differently framed by young activist groups in social media - Facebook, Instagram and Twitter – as well as in blogs, videoclips and news articles, and to investigate whether forms of lexical creativity emerge in diverse forms of communication among young non-native multilingual users of English. The study is corpus-based and analyses data obtained from the 2018-2022 *FfF* actions and communication.

Climate communication has been shaped by diverse experiences, values, beliefs and cultural models; usually a one-way process, it has most recently become a two-way process, given the global discussion of climate change through social media. English is *de facto* the language mostly used by young multilingual activist group components, often non-native English Lingua Franca (ELF) speakers, who contribute to lexicogrammatical innovations (Laitinen and Lundberg, 2020). Climate change communication is differently framed by emerging independent young activist groups aiming at developing climate change awareness while stimulating youth agency and positioning.

Young activists' communication strength lies in their political commitment, their advocacy and engagement in proposing a sustainable perspective for a better future (O'Brien et al., 2018; Neas et al., 2022). There are multiple ways to express dissent in challenging authorities to promote climate resilient futures, but not all forms of youth climate activism have had the same impact. Activists' use of social media to gain consensus among young people, while at the same time engaging authorities, has differently framed their communication.

The *Fridays for Future (FfF)* movement marked a starting point in the climate change dissent actions used by younger activists, in their narratives and in their multimodal communication framing (Jung et al., 2020). *FfF* represents an engaging communication model for young multilingual English users; a model worth investigating in terms of youth language features, the framing of dissent discourse, as well as their use of English (Murphy, 2021).

**Keywords:** activism, youth, multilingualism, framing, english as a lingua franca (ELF)

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## **FRAMING FEMALE CLIMATE ACTIVISM IN MULTILINGUAL DISCOURSE PRACTICES**

### **From Gen Z green activists to top eco-influencers**

Emerging independent young activist groups differently frame climate change communication, with the aim of enhancing environmental commitment and stimulating agency and positioning, especially by means of advocacy calls to action shared on the web. After the rise of youth-led and youth-centered climate strike movements in the last five years, many young female environmental campaigners and eco-influencers have been promoting feminist climate action across both Western and non-Western countries. Social media platforms provide space and conditions for digital activism whereby women are encouraged to assume equal roles from local to global decision-making processes related to climate change and sustainability. English, and its variations, particularly ELF, still dominate online interactions including climate communication by young activists and their followers who very often are non-native multilingual speakers (Laitinen and Lundberg, 2020). The relevance of youth political commitment and engagement results in communicative forms and patterns which have undergone unprecedented transformations.

The aim of this research study, carried out on different forms of activist communication and of ELF lexico-grammatical creativity, is to explore how climate change discourse is specifically framed by young feminist activists in social media communication worldwide. This corpus-based study explores if, how and with what perlocutionary effects a group of influential female Gen Z global activists adopts frame-activating discursive strategies when empowering and inspiring their peers and other age groups to act and react (Fernandez et al., 2016; Hurrelmann and Albrecht, 2021; Parry et al., 2022; Vu et al., 2021). Data, collected from official eco-activists' social media accounts, including captions, memes, hashtags, images, and clips shared on social networks such as Instagram and TikTok, are presented and findings discussed, focusing in particular on the role of followers' reactions in affecting the multilingual online communication and, especially, in producing lexical variation and change when advancing gender equality and supporting climate resilient practices.

**Keywords:** female climate change activism; gender equality; Gen Z; framing; ELF.

#### **References**

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# **DIS-4CHANGE:**

## **FRAMING, RE-FRAMING AND COUNTER-FRAMING NATURE AND CLIMATE CHANGE IN DISCOURSE TO EFFECT CHANGE AND ACTION**

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### **Panel description:**

As part of the activities of the new-born interuniversity research Centre "Dis-4Change: Studies on Climate Change and Environmental Discourse", the panel will provide a space for the discussion of framing, reframing and counter-framing as a tool to reflect on and/or effect change in environmental and climate change discourse.

It therefore will investigate the ways in which climate change and the environment are socially constructed, communicated, and narrated in and through different genres, registers and text types. Starting from the fundamental assumption that the expression and representation of environmental and climatic phenomena in texts and genres of scientific communication, media and socio-media, literature, film, institutional, political, etc. reflect how they are valued in society, it will provide different case-studies on how different frames influence the construction of such values and may influence habits and attitudes.



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## **MOBILITY JUSTICE AND CLIMATE JUSTICE**

### **Reframing sustainability from the urban to the global scale**

Urban mobility choices and policies are not a common object of study for linguistics. Yet, many studies carried out by sociologists, geographers, historians and transport studies experts (see Caimotto 2023:56 for a list) employ discourse analysis to investigate how the dominant mindset can be reframed (Lakoff, 2010) in order to deconstruct the hegemonic system of automobility in our cities. Automobility causes and worsens a vast number of forms of intersectional discrimination and is a main source of climate-altering gases.

What happens on the urban scale has been investigated through the prism of ‘mobility justice’ (Sheller, 2018) and has much in common with what happens on a global scale, also explained with the notion of ‘climate justice’. Less affluent people, non-white, young, elderly, children, women, LGBTQ+ and people from the Global South are all worse affected by the effects of mobility injustice as well as climate injustice. This paper shows how destructive discursive choices (see Stibbe, 2021) contribute to the normalization of a mobility system that is discriminatory and a source of toxicity and danger to humanity, highlighting what this has in common with the growth-oriented economic system (Jackson, 2017), which is perpetuating the climate crisis.

By closely observing beneficial discourses that advocate for liveable cities and comparing them to texts that worsen the detrimental promotion of automobility, this study highlights the need for Ecolinguistics to contribute to language-focused investigations already being carried out from the perspectives of other disciplines such as Geography, Sociology or Transport Studies. It also shows how these investigations can provide answers to broader questions concerning climate inaction.

**Keywords:** Automobility; climate crisis; identity; fossil-fuel lifestyles; climate inaction

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## FRAMING SUSTAINABLE TOURISM DISCOURSE A Corpus-Based Study

For some years, sustainable tourism has attracted the attention of a variety of actors, from international agencies, most notably the United Nations World Tourism Organization (UNTWO), to public and private businesses. In recent times, the devastating effects of climate change have accelerated the need to make the tourist industry – one the most profitable and of the most destructive for the environment – more sustainable. However, what is also well-known is that what is branded as a sustainable tourist experience is a way of marketing a tourist experience.

In this paper we propose to address this issue through an empirical case study aimed at investigating frames in two verbal/visual corpora on sustainable tourism. One of these has been collected as part of the activity of a Ricercatore PON – green strand - and is named “Heritage Corpus” (HT Corpus). The HT corpus comprises texts from anglophone heritage tourism websites and from selected sections of the United Nations World Tourism Organisation (approx. 1 mln words). The other contains texts chosen by a group of MA students enrolled in a course on the language of tourism and travel as a language for specific purposes (Dann 1996; Gotti 2006) because they were perceived as providing exemplary representation of sustainable tourism. Both corpora are multidirectional from the point of view of genre – comprising institutional, commercial, scientific, academic and informal genre families (Calvi, 2010) – and homogeneous as concerns media and mode - they are retrieved from the internet and are multimodal.

Following Entman (1993), the analysis of our corpus aims at finding what kind of frames with reference to sustainability are activated in these corpora, more particularly what values and practices are prioritized. This analysis is meant contribute to the contemporary debate on sustainable development (Lele 1991) with particular reference to discourses promoted by leading institutional bodies in tourism and perceptions by students seeking to start a career in the tourism industry. Results of this investigation have the potential to contribute to research and teaching of sustainable tourism.

**Keywords:** Sustainable tourism, Corpus Linguistics, Language of Tourism, Systemic Functional Linguistics, Discourse Analysis.

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## THE REPRESENTATION AND FRAMING OF PLANTS IN INSTITUTIONAL Discourse promoting sustainability

Humans belonging to societies of the affluent Global North tend to suffer from “plant blindness”: plants are perceived either as a backdrop, part of the landscape, or economically viable resources. Plants lead their life, move, act and establish relations in ways that are often very different from how human animals behave. In many discourses shaped by Western ideologies of consumerism and growthism, plants tend to be framed as passive, inactive elements to be exploited. In recent years, however, public and media discourses of sustainability have given relevance to plants as key assets against the present situation of climate crisis.

This study is part of an ongoing research project investigating how plants are represented in a variety of texts promoting environmental sustainability. Within the theoretical frameworks of ecolinguistics and critical discourse studies (Lakoff, 2010; Fill and Steffensen, 2014; Stibbe, 2021; Poole & Micalay-Hurtado, 2022), the paper addresses the following questions: How are plants represented in connection with the environment they belong to and contribute to creating? How are plants framed (and reframed) in institutional discourse of international organizations? The small data set (approximately 100,000 words) consists of influential and agenda-setting reports written for a general public by authoritative international organizations promoting environmental sustainability and the role of plants to achieve it (e.g.: UN, UNESCO, UNCC, WOCAT). Drawing on participant representation in discourse (van Leeuwen, 2008), the data are qualitatively analysed (both manually and corpus-assisted) to focus on wide-ranging notions such as “individuality”/“collectivity” and “action” and “agency”. Among the discursal categories used to investigate how plant participants are represented, the study looks at nomination, transitivity patterns and verb processes, among other features. The data analysis reveals how plant representation in institutional discourse promoting sustainability tends to endorse (with some exceptions) the dominant frame of plants as commodified resources and solutions for human-inflicted environmental problems.

**Keywords:** ecolinguistics; CDA; plant representation; participants; institutional discourse.

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## ARE WE FIT FOR 55?

### A Corpus-Assisted CDA of automotive corporate communications on the EU ban on the sale of new combustion engine cars

In 2021, the European Commission adopted the “Fit for 55” package to modify existing EU climate and energy laws, with the objective to achieve a minimum 55% reduction in greenhouse gas emissions by 2030. The transportation sector, being the largest source of such emissions, was a significant focus of this action. The Commission presented a legislative proposal to revise the CO<sub>2</sub> emission performance standards for new passenger cars and light commercial vehicles. The proposal aims to support the EU’s climate goals for 2030 and 2050, promote widespread use of zero-emission vehicles (resulting in improved air quality and energy savings), and encourage innovation in zero-emission technologies (European Council, 2023). Nevertheless, the stringent regulations required to meet the emission reduction target have often faced hesitation or opposition from automotive associations (ACEA, 2021), manufacturers, and EU member states. In particular, Germany has requested an exception clause to allow engines powered with new “climate-friendly e-fuels”.

Corporate behaviour has significant implications for both citizens’ lives and the environment. In recent decades, companies have increasingly communicated their sustainable practices to targeted stakeholder groups, often leveraging them for reputation management and corporate image promotion.

This study employs a Critical Discourse Analysis perspective (Wodak and Chilton, 2005), supported by corpus linguistics (Baker et al., 2013), to examine how climate change is portrayed in corporate discourse within the automotive industry. Specifically, it analyses statements and other communications related to the “Fit for 55” initiative published on the corporate websites of two major German automotive corporations, namely BMW and Volkswagen. By exploring the existence of prominent discursive patterns, this investigation aims to examine how language serves ideological purposes in corporate communications. It is indeed intriguing to explore how corporate communications frame climate change (see e.g. Lever-Tracy, 2010) in ways that align with corporate ideologies, potentially obscuring the industry’s substantial contribution to environmental degradation and persuading the public that the automotive sector is actively engaged in climate change mitigation.

**Keywords:** critical discourse analysis; corpus-assisted discourse studies; corporate communication; automotive companies; climate change.

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## COMMUNICATING CLIMATE CHANGE

### Political statements and public opinion in the U.S.

Research shows that issue framing has a substantial effect on public opinion (Sniderman & Theriault, 2004), and that attitudes can be changed via clever metaphor (Flusberg *et al.* 2017; van der Hel *et al.* 2018). However, few studies have focused on the utility of framing in discourse about climate change, especially how it may help explain complex ideas to the public (but see Brown & Sovacool, 2017; Chen *et al.*, 2023). Former U.S. President Barack Obama once observed that climate change is like cancer. The purpose of this frame was to catch people's attention to communicate a sense of urgency and emergency, heighten alarm, and build instant awareness. Obama also said that the climate crisis is a fact, just like gravity exists and the Earth is round. Nevertheless, many political leaders and ordinary citizens deny the reality of the crisis, which is impairing humanity's ability to take aggressive action to reverse climate change. In this paper, we analyze (1) how U.S. President Donald Trump was communicating about the crisis immediately before the coronavirus pandemic and (2) the extent to which U.S. public opinion reflected his attitudes. More specifically, we analyze the corpora of Trump's statements (both in traditional settings and on social media) in 2018 and 2019 for language about the seriousness of climate change and global warming and whether human activity has caused it. We then analyze survey data from the Pew Research Center's International Science Survey (fielded between October 2019 and March 2020) concerning mass attitudes in the U.S. about the same issues. We will draw conclusions about the degree to which Trump's statements are reflected in public opinion about these matters, which provides a rough measure of whether he had enough political capital to turn his words into real public policy.

**Keywords:** Donald Trump, spoken corpus, social media, survey, mass attitudes.

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## GLOBAL NEWS FRAMING OF COP27 AND THE LOSS AND DAMAGE FUND

### A Corpus-Assisted critical frame analysis

The last UN Climate Change Conference (COP27), held in Sharm el-Sheikh in November 2022, gathered heads of state and government representatives from 190 countries to discuss current and future global policies relating to climate change. At the end of the two-week summit, one of the main outcomes was the agreement to create a *Loss and Damage* fund for climate-vulnerable developing countries. While a large share of news outlets celebrated this resolution as a 'historic success', others stressed how the decision was not complemented by stringent measures aimed at tackling climate change.

Based on these premises, the proposed study looks at framing strategies of the *Loss and Damage* fund announcement in a corpus of 587 online news articles published around the world in the first week after COP27 to unearth possible divergent representations of climate-related topics in the news (Grundmann and Krishnamurthy, 2010). To this purpose, the analysis embraces a joint quantitative and qualitative approach (Partington *et al.*, 2013) for the coding of the content and the detection of frames (Touri and Koteyko, 2014), and close reading of relevant concordance lines for the contextual description of news discourse, in line with the discourse-historical approach (Reisigl and Wodak, 2016). Results indicate that different framings of the *Loss and Damage* fund are generated, indicating contrasting values – namely economic interests on the one hand, and protecting nature (Stibbe, 2015) on the other – with possible consequences on news reception and perception by the public.

**Keywords:** News Framing; COP27; Loss and Damage Fund; Frame Analysis; Discourse-historical Approach.

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## ADAPTATION-AS-USUAL? Framing loss and damage in Australian and Pacific island states news media

The establishment of the Loss and Damage (L&D) fund during COP 27 negotiations was welcomed as a historic decision. However, recent research (Bettini et al., 2020) has highlighted how divergent framings of this issue shape contrasting understandings of how this mechanism should be implemented. Whereas most affected communities call for the acknowledgement of the cumulative historical emission of industrialised countries to function as the basis for liability and compensation (Bettini et al., 2020), affluent countries frame L&D within a broader adaptation agenda which draws on the fault lines of the development aid model (Eriksen et al., 2021). The latter approach eventually reproduces a techno-managerial, *adaptation-as-usual* discourse which systematically disregards alternative ways of understanding and adapting to climate change. In doing so, it drives and exacerbates climate vulnerability among already marginalised people and communities (Whyte, 2017). As there is still a long way before the L&D fund will be designed and implemented, its success or utter failure will crucially depend on how it will be discursively framed. As part of a broader research project, the paper will focus on how future scenarios related to the Loss and Damage fund and their likely impacts on marginalised communities are framed in Australian and Pacific Island news media discourse in the aftermath of COP 27. The analysis will centre on the role of evaluative patterns in framing (Entman, 1993) L&D, applying a corpus-assisted critical discourse studies approach (Baker, 2006) to a specialised news media corpus created to represent the L&D debate during COP27 and in the subsequent six months (November 2022-May 2023). The corpus consists of online published articles by news outlets, press agencies and media broadcasters based in Australia and the Pacific Islands. The work aims to scrutinise whether news media in the context of this study reproduce the mainstream adaptation-as-usual frame or provide alternative conceptualisations that account for local perspectives, needs and ways of adapting.

**Keywords:** climate adaptation; climate governance; loss and damage; COP 27; corpus-assisted discourse studies.

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## COMPARATIVE REPRESENTATIONS OF NATURE AND ENVIRONMENT ACROSS CLIMATE CHANGE NON-FICTION: a diachronic, corpus-assisted exploration

Nature “is perhaps the most complex word in the English language” (Williams, 1983, p. 217). The meanings and connections of nature have changed radically over time, being intricately connected to human relations with society. As such, it is particularly relevant to the context of climate change and climate change action.

Climate change communication plays a major role in forming people’s opinions and hence their actions. The words and framings chosen for this purpose are of fundamental importance (Lakoff, 2010, p. 73). For example, replacing the phrase ‘global warming’ with ‘climate change’ removed the emphasis on human action (Luntz, 2003). As Marx (2008) comments, the near-synonym *environment* would seem more useful for communicating the urgency of climate change action than *nature*, with its many ambiguities.

This paper compares the use of the nouns *nature* and *environment* within one specific genre of climate change communication over time: climate change non-fiction, a highly composite genre that plays a crucial role in science communication. For this study, a specialized corpus of around two million words consisting of over twenty non-fictional works on climate change and the environment from the mid-20<sup>th</sup> century to the present day is used to investigate and compare the participants and processes around the nouns within a CADS framework (Partington et al., 2013), focusing in particular on collocates, wordsketches, and agency to uncover patterns in usage.

Given the diachronic nature of this corpus, findings throw light on both differences and similarities in the linguistic patterns of the two nouns over a period which has seen an exponential increase in awareness of the effects of climate change.

**Keywords:** nature; environment; climate change; non-fiction.

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## WHAT WE MEAN BY TOMORROW

### The representation of the future in environmental corporate discourse

Over the last two decades, CSR reporting practices have intensified due to an increasing interest in communicating corporate efforts and public actions which are ethical and beneficial for society (Breeze, 2013; Catenaccio, 2011). The discursive construction of the future is an inherent aspect of CSR communication in defining new operational strategies and missions aimed at reaching sustainability (Bondi, 2016).

CSR disclosure also involves the recontextualisation of scientific knowledge where climate change and environmental discourses are aptly tailored to the requirements of the new communicative event. Accordingly, the recontextualisation of climate science in Corporate Discourse may result in new discursive representations which, in the case of the future, give rise to the construction of different discourses characterised by positive framings of corporate identity and beliefs (Bondi, 2016).

Based on such premises, the present study aims at investigating dominant and non-dominant ways of framing future in environmental corporate discourses. The work relies on Corpus-assisted and Corporate Discourse Studies to analyse quantitative and qualitative data from the specifically compiled *CSRClm Corpus* (2015-2022). Findings will provide insights into how Food and Beverage corporations frame the future in CSR reports.

**Keywords:** Climate Change; Corporate Discourse; CSR; Framing; Future.

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## **RESTORING NATURE: Frames and values of biodiversity in the EU discursive context**

As one of the most debated environmental issues of our times, biodiversity may be regarded as a complex and abstract concept whose definition is contentious, depending on the discursive perspective on which the term is articulated, understood and managed (Gustafsson, 2013). It is, therefore, particularly adequate to policy-making discourse as it is vague enough to mediate between many different discursive contexts, serving different purposes. Moreover, as a value-laden term, biodiversity may be interpreted as intrinsically, instrumentally or relationally valuable (Elliott, 2020).

The paper builds on a recent, ongoing research project investigating the relationship between the environment, climate change and health in EU policy-making discourse and communication (Bevitori and Russo, 2023). It will combine the methodological and theoretical tools of corpus-assisted discourse analysis (Partington et al., 2013) and appraisal (Martin and White, 2005) to analyse recent strategies and measures promoted by the European Commission to protect biodiversity and restore nature.

The paper will investigate the use of frames, counter-frames, and dominant values in a corpus specifically compiled to represent EU policy-making and public reception in the years 2019-2022. In particular, it will analyze key EU policy documents, including the *EU Biodiversity Strategy for 2030*, which is part of the *European Green Deal*, and the *Proposal of Nature Restoration Law*. Moreover, it will discuss their assessment by citizens and stakeholders through the analysis of relevant public consultations, as a key participatory mechanism in the EU policy-making process, providing feedback on roadmaps and impact assessment.

**Keywords:** EU policy and communication discourse; biodiversity; CADS; Appraisal; re- and counter-framing.

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# EXPLORING THE FRAMING OF SUSTAINABILITY IN THE FASHION INDUSTRY: A CROSS-GENERIC APPROACH

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In corporate settings, sustainability communication refers to how companies seek to enhance awareness of their efforts to maintain and preserve economic, environmental and social well-being, while also legitimizing their actions among an increasingly informed and demanding public. As such, the communication of sustainability can be viewed as “intentional, instrumental or managerial” (Fisher et al., 2016, p. 143). Inherently linked to sustainability communication is the aim to increase transparency, with positive effects on brand value and reputation (Herzig & Schaltegger, 2006). This panel explores how fashion brands craft language to communicate their environmental sustainability initiatives. In addition to its global economic impact (Gereffi & Frederick, 2010), the fashion industry engages with a range of sustainability-related issues, thus representing a sector in which public perceptions are critical (Fashion Revolution CIC, 2020). Using a variety of analytical approaches, the contributions to this panel investigate various genres used by fashion brands to acquire insights into how they may frame environmental sustainability differently according to the desired message and intended audience (Entman, 1993).

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## JOURNEY TOWARDS SUSTAINABILITY Metaphors in the fashion industry

In the context of corporate communication, non-financial disclosure relating to sustainability has become an increasingly important component. Since the early 2000s, companies have used stand-alone sustainability reports to inform and persuade readers of their commitment in this arena, while also seeking to enhance transparency (Herzig & Schaltegger, 2011). The aim of this paper is to understand how fashion companies attempt to frame sustainability in their reports (Entman, 1993), particularly in relation to a wider intended audience beyond financial stakeholders (Smeuninx et al., 2016). The fashion industry has a significant impact on the global economy and intersects with a range of issues linked to environmental sustainability.

A corpus of sustainability reports was collected from globally influential fashion brands listed in the 2020 Fashion Transparency Index (Fashion Revolution CIC, 2020) that scores and ranks brands in terms of transparency as specifically related to their sustainability performance. It was then analysed using a corpus approach to Critical Metaphor Analysis, which “aims to reveal the covert [...] intentions of language users” (Charteris-Black, 2004, p. 34) and raise awareness of the subliminal framing role of metaphor in subtly foregrounding - or backgrounding - certain aspects of sustainability, following Charteris-Black’s three steps: identification, interpretation and explanation. The study was guided by two main research questions (1) What are the most frequently used metaphors in fashion industry sustainability reports? and (2) How do these metaphors frame the issue of sustainability?

Preliminary results indicate that a prominent metaphorical conception of sustainable practices is that of a journey. JOURNEY metaphors have been employed to highlight a positive image of commitment and “continuous movement forward” on a “difficult journey”, a “step in the right direction”, an invitation to “travel together” on a shared journey, but also to hide what these companies are supposedly “moving towards”: the “destination”.

**Keywords:** fashion industry; sustainability reports; environmental sustainability; metaphors; Critical Metaphor Analysis.

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# ENVIRONMENTAL CONCERNS ON INSTAGRAM POSTS ACROSS FASHION MARKET SECTORS

Since consumers are increasingly concerned with environmental and social topics (Fashion Transparency Index, 2022), business organisations have recently embraced the disclosure of information about their activities, particularly in relation to sustainability (Tang and Higgins, 2022), to improve reputation and maintain trust with stakeholders.

In the fashion industry, which has faced global scrutiny of its environmental and social costs, disclosure practices are crucial. For example, a proved minimised environmental impact was shown to be relevant when making a luxury purchase (Scott, 2020). However, studies in the fashion management sciences revealed, with respect to sustainability reports, great disparity in the amount, type, and strategies through which (Tang and Higgins, 2022) information is disclosed, with higher disclosures among mass-market brands (Jestratijevic et al., 2020).

Relying on a corpus-assisted discourse studies approach (Partington et al., 2013), the present study focuses on Instagram posts, considering the key role of this social network for fashion brand messaging (O'Connor, 2018). In particular, the study aims to verify the extent to which linguistic differences exist in the disclosure practices related to environmental issues of two mass-market brands – H&M and Primark – and two luxury brands – Gucci and Hermès. In their respective market sectors, the two brand sets have comparable scores on the *Fashion Transparency Index*, which annually measures the transparency of the world's largest fashion multinationals relying of the information disclosed on their corporate websites, as well as in their annual and sustainability reporting (Fashion Transparency Index, 2022).

**Keywords:** transparency; environmental sustainability; corpus-assisted discourse studies; Instagram; fashion

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## DISCLOSURE OF FAST FASHION COMPANIES' GREEN PRACTICES: TRENDY OR TRUSTWORTHY MESSAGES?

Societal concern regarding sustainability has steadily become a dominant theme ever since Our Common Future formally put forward an agenda to examine and guide the global environment and development, and, more recently, the United Nations committed to implementing the 2030 Agenda for Sustainable Development. Indeed, business leaders in various fields are changing their corporate cultures and modifying existing products/services to become more environmentally responsible (Al-Hakimi et al., 2022; Kotler, 2011). Moreover, businesses are publicly emphasising and demonstrating “commitment to sustainability and sustainable development to enhance their competitive advantage, to build their brand and to differentiate themselves from competitors” (Jones et al., 2014, p. 6) in an effort to attract environmentally-aware consumers.

In particular, consumers' demand for business sustainability has encouraged numerous ostensibly eco-friendly initiatives in the fashion industry, including “Fast fashion”, which has notably had a detrimental impact on the environment (Zhang et al., 2021). Indeed, the industry is infamously known for its excessive water usage, carbon dioxide production and use of harmful chemicals (Dickenbrok and Martinez, 2018). While important steps have been taken on a global scale, further initiatives need to be undertaken.

In light of this, this study investigates the fast fashion industry's eco-commitments through an analysis of the linguistic and discursive strategies employed by 4 leading fast fashion companies (H&M, Inditex, UNIQLO, GAP) in their 2022 sustainability reports. By focusing on the controversial balance between the economy–environmentalism nexus, the study aims at understanding whether the *eco*-initiatives are *economically* or *ecologically* driven. Specifically, a corpus approach to discourse analysis is adopted to examine: (i) the content of the reports; (ii) the language employed to promote environmental concern; (iii) how sustainability reports are used: a marketing ploy or representation of concrete actions?

**Keywords:** Fast Fashion; Sustainability Reports; *Eco*-initiatives; Corpus Linguistics, Discourse Analysis

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## **BUILDING THE ETHOS OF THE ENVIRONMENTALLY-FRIENDLY INNOVATOR IN THE FASHION INDUSTRY: The case of the Japanese Toray Industries**

The paper analyzes how the character (ethos) of the environmentally responsible innovative manufacturer reflects on their invention patents as a peculiar genre (Bazerman, 1994). The case study targets Japanese Toray Industries, one of the major global producers of fibers and textiles for the fashion industry. To explore the ethical construction of the responsible manufacturer, the study considers an extended corpus for the analysis compiled through Google Patents. The corpus contains 6,976 patents granted to Toray as the assignee or one of the assignees from 1955 to 2022. The analysis of this extended corpus pinpoints when Toray started to mention their environmental concerns in the title, abstract, and claims of their patents. A subcorpus of fashion-related inventions was then culled to analyze the themes and lexical choices entextualized (Garzone, 2021, p. 172) by Toray to build the image of the environmentally friendly innovator.

The theoretical background and methodological choices are inherently eclectic. From the paradigm of Critical Discourse Analysis, I assume that discourses as evidence of behavioral schemata “are instantiations of particular roles (or ‘types of people’) by specific groups of people... of a certain sort” (Gee, 2008, p. 3) and show the character of the “speaker,” in this case, an economic actor. In the ongoing revision (Jasinski, 2001, pp. 229-34) of the meaning of the Aristotelian ethos as a rhetorical appeal, I maintain that the speaker’s character builds on the repetition of habitual textual and rhetorical behaviors. In this sense, the discourse of sustainability in the company’s reports should echo intertextually and interdiscursively (Fairclough, 1992a, pp. 232-4) in their patents as the most critical document of innovation, to counter the allegation of green-washing.

**Keywords:** Environmental sustainability, ethos, patents of invention, fashion industry, textiles

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# THE DEVIL IS IN THE DETAILS: FRAMING SUSTAINABILITY IN CORPORATE DISCOURSE

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Sustainability is one of the most pressing challenges of the present day, involving both individuals and society as a whole. However, firms are under mounting pressure from stakeholders to take a leading role in promoting and achieving sustainability in view of their massive direct and indirect impact on the environment.

The panel will investigate how different institutions and different sectors of the economy (energy, transport, medicine, fashion), each with its own specific problems, responsibilities and approaches to the question, construct discourse about sustainability.

The panel is made up of members of the PRIN 2020 project “Communicating transparency: New trends in English-language corporate and institutional disclosure practices in intercultural settings”, which is investigating the linguistic and rhetorical resources used by companies to appear honest and trustworthy, essential elements not only in strengthening their relationship with stakeholders, but also manifesting awareness of sustainability. The focus of the papers is on the different ways in which sustainability problems are presented in terms of values, priorities, predictions and underlying assumptions about the role of institutions and enterprises, especially in the field of environmental issues.



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## **FRAMING SUSTAINABILITY DIFFERENTLY: A corpus-assisted analysis of the communications of fashion brands vs. fashion media**

As a major player in the world economy, the fashion industry contributes significantly to global exports and employs millions of people, while also reflecting key aspects of modern society and culture (Solomon & Rabolt, 2004). Its wide-reaching impact is now intertwined with a number of issues broadly related to sustainability, including not only the environment but also working conditions, diversity, and animal welfare, among others. For this reason, fashion brands are keen to highlight their actions to address such concerns and enhance public perception of transparency by means of sustainability reporting (Ball, 2009; Herzig & Schaltegger, 2011).

This paper focuses on how sustainability in the fashion world may be framed differently in the reporting of fashion brands vs. fashion media. In particular, it aims to reveal which sustainability-related issues are highlighted by fashion brands and how they may be framed differently with respect to those promoted by fashion media whose role is central in driving awareness and ongoing interest among fashion consumers. Towards this end, the sustainability reports of the top ten ranking companies in the Fashion Transparency Index 2020 (Fashion Revolution CIC, 2020) were compiled into an exploratory corpus. Textual material relating to sustainability was also extracted from the website communications of Condé Nast, a global mass media company and publisher of the iconic fashion magazine *Vogue*, and collected into a complementary dataset. Both the fashion brand corpus and the fashion media dataset were then submitted to keyword analysis using WMatrix (Rayson, 2008) in order to identify and compare trends in relation to emerging sustainability themes, as well as patterns of usage through follow-up qualitative contextual analysis. Preliminary results indicate that the fashion brand corpus foregrounded safeguarding the environment during the production process (e.g., recycled, circularity, waste), whereas the fashion media dataset revealed greater emphasis on sustainability-related social issues (e.g., diversity, identity, inclusion).

**Keywords:** fashion brands; fashion media, sustainability reporting; keyword analysis

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## THE TRANSPORT INDUSTRY AND THE ENVIRONMENT: Legitimizing or promoting its activities?

The transport industry is perhaps one of the greatest ‘villains’ in the Age of the Anthropocene. It responds to the needs of the modern economy and satisfies the growing demands for moving people and products across the globe, but in doing so, it contributes heavily to gas emissions and impacts dramatically both directly and indirectly on the environment.

The study will investigate how the industry, and more specifically the rail sector, positions itself in relation to environmental issues in the face of rising public concern. Although rail is recognized as the most environmentally friendly form of transport compared to air or road, its extensive networks still exert enormous pressure on the environment, as for example with the construction and maintenance of infrastructure, the supply of energy, habitat damage.

Set against this background, the study will focus on how environmental issues are framed in the CSR reports of a selection of rail companies operating in two different geographical areas, namely Europe and North America, to promote a positive image of the company in the eyes of its stakeholders. Framing involves selecting and drawing attention to particular aspects, whilst directing attention away from others. Through a combination of quantitative and qualitative approaches, the reports will be examined to identify the frames adopted and their rhetorical function, which may be to define values, problems, responsibilities, solutions, as well as legitimize, mitigate or self-congratulate on the activities undertaken by the company.

Starting from the key words in environmentalist discourse and their concordances, the analysis will then move on to a multimodal approach, as CSR reports combine verbal, visual and graphic elements. It will investigate how these elements interact and contribute to the framing of the environmental issues. It will also be interesting to compare, where available, reports from previous years to see whether there has been a shift in values and priorities over the years.

**Keywords:** transport; environment; CSR reports; framing.

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## **THE “E” IN PHARMACEUTICAL ESG REPORTS**

### **Cognitive and linguistic operations framing environmental issues**

Sustainability is generally conceptualised as being based on three elements, or “pillars”, referring to its environmental, social and economic aspects. This is reflected in the tripartite structure of Environmental, Social and Governance (ESG) reports used by pharmaceutical companies for their annual disclosure. This paper focuses on the first “pillar” – the “E”–, that is the environmental aspect of ESG, with a view to exploring the “framing effects” exploited by pharmaceutical discourse to construct an image of environmental awareness. The corpus used for the analysis carried out here is based on textual data from ESG reports available on the websites of pharmaceutical companies present on the stock exchange. Within a framework of studies on cognition based mainly on the analytic concept of “frame” and on the theoretical notion of “construal”, the paper deals with the mental representations that stakeholders are frequently prompted to construct in response to certain lexical and grammatical choices capable of creating “salience” when dealing with issues concerning the environment. This study is intended to highlight the fundamental role played by framing devices in corporate communication published by pharmaceutical companies who seek to orientate the stakeholders’ cognitive and emotive responses to environmental issues. On the part of the discourse creators, mental frames are evoked strategically to justify patterns of behaviour and courses of action. On their part, the recipients of pharmaceutical discourse invoke frames to form a backdrop for their opinions and judgments.

**Keywords:** Sustainability, Pharmaceutical disclosure, Cognitive linguistics, Frames.

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## **FOSTERING TRANSPARENT ORACY SKILLS IN A VISUAL THINKING STRATEGIES (VTS) APPROACH TO ENGLISH LANGUAGE TEACHING**

Sustainability in corporate discourse is an urgent challenge in our times. The need for early educational intervention is perhaps even more so. Equity is fundamental in both the Council of Europe's (2020) guidelines for future education and the UN Sustainable Development Goals Report (United Nations, 2022). Languages are at the heart of this process. Language learning, therefore, is a key factor: receptive skills should be developed to enable learners to go beyond the surface of the discourses they interact with, and for them to be able to communicate transparently, critical thinking skills and fluency also need to be fostered. Critical thinking means recognising multiple "frames" (Entman, 1993), going beyond the mere consumption of discourse. The pilot study we present here involved the compilation of a small-scale corpus (22,889 tokens, 13,622 words) of learner discussion transcripts, which was analysed to identify key critical thinking patterns emerging from this discourse. The pilot study, which aimed to inform the learning design applied in the University of Verona English as a Foreign Language (EFL) classrooms, hypothesised a connection between tasks, questions and the critical thinking patterns adopted. Visual Thinking Strategies (VTS) were trialled in two tailor-made lesson sequences, designed with the specific intent of assisting EFL students in the development of both fluency and critical thinking skills. The VTS approach is an inquiry-based, instructional method firstly introduced in museum education (Yenawine, 2013), which has attracted interest in a range of domains, including language education (Bomgaars and Bachelors, 2020). This multimodal approach to fluency development in foreign language learning may prove fundamental in educating the youth of today to understand and critically approach a range of issues of importance in our world. This is an essential first step towards creating future democratic citizens who are aware of issues related to sustainability as well as being able to communicate transparently themselves.

**Keywords:** sustainability; transparent communication; developing oracy skills; English language teaching; critical thinking.

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## FRAMING THE ENERGY TRANSITION AND THE CLEAN GREEN PARADIGM. A PHRASEOLOGICAL APPROACH

As investors and stakeholders demand greater transparency and confidence in accounting for long-term climate risks and opportunities, companies are adjusting to the global ‘energy transition’, i.e. the shift from fossil-based energy towards renewable energy sources. Although the transition has gained momentum from the cultural and societal push toward sustainability, the process is still slow in the face of hard challenges. A key issue is that of compliance with the ESG goals, often connected to the influential role of firms as political actors shaping, and sometimes impeding climate policy.

For this purpose, the study seeks to identify how firms frame energy transition, with a particular emphasis on the pharmaceutical industry given that it is one of the biggest emitters of greenhouse gases. To do this, two sub-corpora of selected texts were created, one consisting of EU policy documents, and a second consisting of company documents aimed at communicating and promoting energy management goals. The study takes a quali-quantitative approach based on a frame analysis of the discourse (Entman, 1993; Armstrong et al., 2019), identifying how frame elements combine to produce the communicative and promotional narrative of a company, as well as a corpus-driven investigation into the keywords and phraseological units retrieved as lexical clusters/bundles or n-grams (Biber, 2009). These are then classified according to their function and framing categories. The hypothesis is that the phraseological units may be hybrid in nature having not only informational and promotional value (Catenaccio, 2008), but also an ideological one. The main aim is to identify how major corporations communicate their energy transition goals and demonstrate how lexical phrases serve the discourse function of expressing a company’s forward stance, as a promotional device, in the effort to achieve a credible balance in the company’s actions, without appearing ambivalent.

**Keywords:** energy; frame analysis; lexical units; pragmatic functions.

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## FRAMING RESPONSIBILITY FOR CLIMATE CHANGE: A CASE STUDY ON NEWS COVERAGE OF COP27 IN THE NEW YORK TIMES

Climate change, a major concern in our times, is often perceived as a distant issue. Recent studies on news media, often seen as influencing public opinion, have revealed an extensive use of metaphors in both pro and sceptic arguments related to climate change discourses (Atanasova and Koteyko, 2017). This has highlighted the key role of metaphors not only in enhancing the comprehension of a multifaceted concept such as climate change, but also as argumentative devices to convey environmental discourses.

The Conferences of the Parties to the United Nations Framework Convention on Climate Change (COP) are considered crucial events within international climate politics (Gupta, 2010), and scholars have uncovered how news outlets reporting on COPs can attribute liability, by favouring in-groups and downplaying out-groups. Despite the argumentative functions of metaphors, little attention has been paid in the literature to the metaphorical framing of responsibility and sustainable commitment to climate change in news discourses about COPs.

Accordingly, this corpus-assisted study focuses on how responsibilities for climate change were metaphorically framed in a corpus of news articles on COP27 from the New York Times, one of the most widely read newspapers in the United States—a major emitter of greenhouse gases (World Resources Institute, 2022). Methodologically, the analysis combines the use of a semantic annotation tool, Wmatrix 5 (Rayson, 2008), with a manual metaphor analysis following an adapted version of the Metaphor Identification Procedure MIP (Pragglejaz Group, 2007). The results will provide insights into the extent to which responsibilities for climate change and future commitments to sustainability are metaphorically constructed when reporting on the environmental promises of the participating parties to COP27.

**Keywords:** Climate change; metaphor; framing; COP27; news discourses.

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## FRAMING SUSTAINABILITY IN CEOS' LETTERS: INFORMATIVITY VS ACCESSIBILITY

Since the early 2000's companies have started to provide records for their carbon emissions in response to the growing awareness of the damages of climate change. This process has been further reinforced by the realization that the provision of information on carbon emissions usually meets with the audiences' favor (Vaccaro & Patiño Echeverri, 2010).

However, the long road to transparent disclosure is not devoid of obstacles. One of them could be, for instance, the outbreak of the COVID-19 pandemic, which disrupted normal company activities and affected the airline industry, labelled as one of the most polluting industries in the world, more seriously than other sectors (Padhan and Prabheeshb 2021).

The present study aims to ascertain whether or not airline companies, while facing the need to communicate effectively with their stakeholders and restore their confidence, could still continue on their road towards the transparent disclosure of their environmental impact. Accordingly, two corpora of letters to shareholders written in 2019 and 2020 by the CEOs of selected airlines were analyzed through the lens of the appraisal theory (Martin and White 2005), with a view to uncovering any possible changes brought along by the pandemic in the airlines' attitudes towards sustainability issues. In fact, even though it is a widespread belief that scientific research is the backbone of the currently unfolding discourse around sustainability, also language plays an equally meaningful role, as words are essential elements to analyze and disclose attitudes and policies towards the world's endangered environment.

The preliminary results of the study suggest that the information that corporations convey is not always totally transparent (Ball, 2009; Piotrowski, 2009) and that the line between the disclosure of proper environmental information and greenwashing is a very fine one.

**Keywords:** sustainability, transparency, informativity, accessibility, CEO's letters.

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# FRAMING CORPORATE RESPONSIBILITIES IN ENVIRONMENTAL POLICIES

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## COMMUNICATING SUSTAINABILITY ON SOCIAL MEDIA: THE CASE OF ENERGY COMPANIES

Social media have revolutionized corporate communication by enabling companies to improve on the traditional one-way output (Capriotti et al., 2021) and actively monitor public expectations (Cho et al., 2017). A wide range of contents is made available to a variety of stakeholders, both expert and non-expert (Gomez Vasquez & Soto, 2012). Yet, this variety is also the main challenge in communicating Corporate Social Responsibility (CSR, Bondi, 2016), as it needs reconciling the different – even conflicting – expectations of such a various public. Furthermore, successful outcomes are not always guaranteed when using social media for sustainability reporting: few companies use social media to engage stakeholders in sustainability reporting, and the level of interaction is generally low (Manetti & Bellucci, 2016).

This article aims to contribute to the emerging research that investigates the interactive use of social media for sustainability in corporate communication. The focus will be on the energy industry, a sector that is under increasing social, environmental, and public scrutiny. The 50 most enlisted energy companies will be ranked by combining the 14 leading Italian energy companies in the FTSE MIB Index, the nine top EU energy companies, and the 27 top global energy companies in S&P Global Ratings. A qualitative content analysis will be carried out on the Facebook posts of the first ten companies on the resulting ranking published between January 2020 and March 2023.

The article aims to answer two research questions:

1. Do energy companies use social media to share information about sustainability? What are the main strategies, and are there any patterns?
2. How do social media users perceive these communication strategies?

The study will rely on two methodological frameworks: a) Multimodal Critical Discourse Analysis (Machin & Mayr, 2012, p. 6), so as to investigate how the companies have organised their communication on sustainability-related issues; b) Netnography (Kozinets 2020, p. 4), so as to study social media conversations and interactions and gain insights into how users have perceived the companies' communication strategy.

**Keywords:** sustainability; Corporate Social Responsibility; social media communication; MCDA; netnography.

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## MEET OUR TALENT: Self-mention markers and boosters in corporate environmental commitment

Successful persuasion depends on the writer's or speaker's ability to create effective *ethos* (Hyland 2005). The integrity, authority and reliability of the speaker are particularly important in presentation videos and html texts advancing a company's distinctive traits and features regarding its commitment for the environment and for society in general (Capriotti and Moreno 2007).

This work analyses the profile image deriving from video, html pages, sustainability reports, annual reports and other documents in the CNOOC International website, a global energy company "with a vision of delivering safe, sustainable energy for all", with operations in Asia, Africa, the Americas, the Middle East and Europe. Metadiscourse is one of the ways in which the company can project itself into its writing and can establish a rapport with its stakeholders: it can represent a trustworthy and authoritative person in order to transmit its culture of safety and sustainability. Through the use of videos, visual representations and both verbal and visual rhetoric (Murray 2014) are used to communicate, construct knowledge, enhance comprehension and, thus persuade the public, accentuating the positive aspects and stamping a personal authority on the text (Hyland 2005a; Hyland 2005b). "Nothing is so important that it cannot be done safely", "We cannot become complacent when it comes to safety" and "We aim to minimize our environmental impact" are some of the slogans that introduce the texts in which an extensive use of self mentions through first person pronouns and metonymies is combined to boosters and positive emphasis. Expressions of personal belief and self-confidence reinforce the company's presence in the website and contribute to build a *ethos* of competence, authority and know-how.

**Keywords:** Environmental Sustainability; Corporate discourse; visual rhetoric; ethos; self mentions

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## ENVIRONMENTAL SUSTAINABILITY IN CORPORATE DISCOURSE: A multimodal analysis of italian energy companies' web pages

Environmental sustainability is one of the three dimensions companies are supposed to deal with, together with the social and economic challenges they must face, to contribute to a sustainable development. This is supposed to occur when working towards a harmonious balance between human beings and nature, to preserve and protect ecosystems and natural resources still available for the next generations. In this perspective, the care of water, the recycling of resources, the rational use of energy and fuels, are of particular interest (Citlali and Martínez, 2021).

Through their web pages, also in consideration of the mounting social pressure, and growing stringent regulations, companies in the energy sector strive to build their reputation and trust by disclosing reliable information and reporting with transparency on how they contribute to environmental sustainability while delivering value (Capriotti and Moreno, 2007).

This work aims to investigate how three *major Italian* energy companies, Enel, Hera and Terna, are presently elaborating on the issue of environmental sustainability and how they build discourse to show commitment to climate change reduction on their web pages. *The research purpose is to study how discourse on environmental sustainability is shaped by combining the hypermodal* (Lemke, 2009) options made available by computer affordances. For this case study, the theoretical assumption is made that *websites are complex communicative situations acting simultaneously on diversified canvases* (Pflaeging et al., 2021). *Accordingly, the web pages and the network of text genres devoted to environmental sustainability in the websites are analysed from a multimodal perspective* to identify the semiotic modes contributing to meaning making (Kress, 2010). *Besides, a qualitative critical discourse analysis perspective* (Fairclough, Muldering and Wodak, 2011) is adopted to establish how language contributes to shape environmental reality.

**Keywords:** Environmental Sustainability; Corporate discourse; Multimodal discourse; Critical Discourse Analysis.

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## MEANING CONSTRUCTION IN FRAMING ENVIRONMENTAL DISCOURSE: A COGNITIVE LINGUISTIC PERSPECTIVE

Rising community concern over environmental problems (i.e. climate change, biodiversity loss, etc.) and structural changes in companies/business/society relationship have reshaped public expectations regarding the role of companies in addressing environmental sustainability issues (Matten and Crane, 2005). In this context, framing the environment has developed as a valuable means for businesses to recognise and address sustainability challenges and encourage operational improvements in order to practice an economic and urbanistic development respectful of – or integrated into- and in keeping with the dynamics of nature (*ibidem*).

This study tries to provide a theoretical framework for the meaning construction of environmental discourse from the viewpoint of cognitive linguistics, which emphasises the dynamics of the conceptualization process. Following Lakoff (2010), Zheng and Wang (2019), the study examines the theoretical models and the underlying constitutive principles of meaning construction in environmental discourse by employing two different theoretical frameworks: i) the cognitive model ii) and the operational model. The first model investigates, from an embodied perspective on meaning, the cognitive source, origin, and pathway of the meaning formation; whilst the latter clarifies the process of cognitive operation of meaning construction at a higher-level of semantic domains by examining the interaction among different discourse types.

In more specific terms, the aims is to identify and explain how these paradigms of meaning construction are ‘activated’ and presented synchronically in two of the most important World joint-stock companies operating in oil refining and power generation: one Asian - Petro-China &Co. - and the other one American - Chevron & Co. By comparing the two paradigms the results show that the cognitive and operational models can provide guidance and a frame of reference for the practise of analysing environmental discourse on a micro level of linguistic analysis, as well as for the examination of the semantic source and hierarchy of environmental discourse on a macro level as well.

**Keywords:** Cognitive Linguistics, Cognitive model, Operational model.

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## **DEFINING “ENVIRONMENT”: An ecostylistic investigation of a beneficial text**

In his latest book, Andrew Goatly (2022, Chapter 6) explores such key contemporary ecological issues as capitalism and human control over nature. More precisely, this scholar discusses the quantifying potential of the noun phrase, and states that quantification sustains the monetising practices of capitalist ideology. This leads to gradual commodification of both humans and the environment, which has a dramatic impact on social equality and biodiversity, with a catastrophic reduction in the latter threatening the environment and the entire planet. According to Goatly (2022, Chapter 11), the environment is directly endangered by obvious phenomena like monoculture and species loss, but also by less obvious phenomena like standardisation, anthropocentrism and individualistic freedom. Given these ecological challenges, it is of topical interest to clearly define what “environment” means from different disciplinary perspectives and to exemplify its meaning in ecological discourse.

Moving from this background, this presentation investigates the marker word (Myerson and Rydin 1996) “environment”. In the first analytical part of this presentation, this marker word is defined from the disciplinary viewpoints of lexicology (Oxford English Dictionary Online 2023) and of ecology and environmental studies (recent ecology and environment dictionaries and textbooks). In the second analytical part, the marker word “environment” is explored in the context of a text drawn from the environet (Myerson and Rydin 1996), to be more specific from an environmental website. The stylistic strategies scrutinised in this presentation are mainly foregrounding, point of view and metaphor (Viridis 2022). The text and the stylistic devices emerging from this examination are compared with and evaluated against the ecosophy of this research and its seven norms (Stibbe 2021); as a result, several beneficial stylistic practices (Stibbe 2021) are identified and proposed for wider use and circulation among the general public.

**Keywords:** Beneficial discourse; Ecological discourse; Ecosophy; Ecostylistics; Environment.

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# **INDIVIDUAL PAPERS**

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## DISCOURSES CALLING INTO ACTION: THE CASE OF THE TIME CO<sub>2</sub> EARTH AWARDS 2023

Sensitivity to environmental issues is increasingly defining the perspectives in which both big and small issues are approached in our age, and the media are playing a pivotal role in this process. A relevant case in point is TIME magazine that more than two decades ago raised the alarm on the need for climate action, and in 2022 launched the TIME CO<sub>2</sub> platform, which has gathered a still expanding team of scientists, businessmen, climate specialists, technology experts and media professionals. They aim to promote climate initiatives and support high quality projects; as explained by Simon Mulcahy, CEO of CO<sub>2</sub>.com and TIME President of Sustainability, “The mission of CO<sub>2</sub>.com is to provide a world-class, trusted service that makes it easy for companies to [...] do the right thing for the planet and deliver real impact”.

Subsequently, to maximize the impact of climate action, TIME launched Earth Awards 2023 to celebrate influential individuals who contributed to the advancement of a greater environmental awareness and a more sustainable future for the planet.

The present study aims to analyse the video of the inaugural TIME CO<sub>2</sub> Earth Awards Gala, held on April 25, 2023 at the Mandarin Oriental Hotel in New York, (available online at <https://time.com/collection/earth-awards-2023/6273936/time-co2-earth-awards-2023/>). In particular, the speeches of the first Earth Awards honorees (Mark Ruffalo, Gloria Walton, Lisa P. Jackson, Vanessa Nakate and António Guterres), delivered during the ceremony, will be analysed from an ecolinguistic perspective (Cox, 2012; Stibbe, 2015) and through additional MDA resources and tools (Kress, van Leeuwen, 2001; Boeck, Pachler 2013). Our investigation aims at evaluating how, through their sustainability-focused discourses, environmental problems are variously framed, and to outline how the new climate action leadership is shaped through their stance, vision and their influential voices that are amplified by the media.

**Keywords:** sustainability-focused discourses; TIME CO<sub>2</sub> Earth Awards; ecolinguistics; MDA

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## CLIMATE CHANGE AS A THREAT TO GLOBAL HEALTH. THE PERSPECTIVE OF WHO

As WHO (2023) asserts, "[c]limate change is impacting human lives and health in a variety of ways. It threatens the essential ingredients of good health - clean air, safe drinking water, nutritious food supply and safe shelter - and has the potential to undermine decades of progress in global health." Climate change can clearly have significant impacts on human health: Not only is warming the planet leading to more frequent and severe heat waves that can cause heat exhaustion, dehydration and even death, but it can also exacerbate pre-existing health conditions such as cardiovascular disease, respiratory illness and allergies. In addition, climate events can lead to injury, displacement and mental health problems such as post-traumatic stress disorder (PTSD). Overall, this climate change poses a significant threat to global health and well-being. It therefore seems essential to address climate change through mitigation and adaptation measures, which is essential to protect public health (Abbas et al., 2022).

Since representations of climate change discourse "have enacted their own discursive formations, which people discuss and act upon at local, national and global scales" (Taylor 2013, p. 17), this study examines how digital discourse surrounding climate change undergoes discursive adaptation measures when the WHO discusses the impact of climate change on health with various audiences. Specifically, we analyze the WHO's six web platforms, each corresponding to a different continental region, using a Corpus Linguistics (CL) approach augmented by AI and Large Language Models. By leveraging generative pretrained transformers (GPTs) from the MedAlpaca collection (Han, 2023), a series of LLMs trained on medical data, we aim to identify medical discourse within the context of regional climate change discourse and evaluate its significance and objectives. Furthermore, our CL analysis will be accompanied by a multimodal analysis conducted with the machine learning library Scikit-learn (Hackeling, 2017), in order to identify image similarities and assess how clusters of similar images are used to achieve specific communicative objectives within both region-specific discourse and broader discourse across regions. We will thus determine how the same topic has been adapted discursively to reach diverse audiences residing in distinct geographical, social, and economic contexts, with the goal of encouraging proactive policy-making, raising public awareness, and promoting collective action.

### Keywords

Climate Change discourse; CL; Multimodality; AI; Language Models

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## FRAMING ENVIRONMENTAL EDUCATION IN EU POLICIES

Climate change communication is characterised by multiple challenges, as it involves a wide range of voices, opinions, stakeholders, and actors in general. The transdisciplinary perspectives offered by frame analysis are thus ideal to explore climate change discourse, as they allow for a multifaceted interpretation of the linguistic devices used to discuss such a complex and multi-layered topic. The frames created through words, metaphors, and stories invite us to reflect upon why environmental education matter and influence our perception of, and thus our reaction to, climate change, inspiring the “stories we live by” (Stibbe, 2021). In January 2022, the European Commission published a Proposal for a Council Recommendation on learning for environmental sustainability, which stated that “[s]ustainable development is a core principle of the European Union and delivering on the UN’s Sustainable Development Goals is a priority objective for the Union’s internal and external policies” (European Commission, 2022, p. 1). The proposal was then adopted by the Council of the European Union in June 2022 through the “Council Recommendation on learning for the green transition and sustainable development”, which focused on the key role of education in addressing the climate crisis and on the importance of preparing learners for the future (Council of the EU, 2022). This chapter aims to critically analyse the aforementioned Commission Proposal and Council Recommendation, as well as the Commission Staff Working Document accompanying the proposal (European Commission, Directorate-General for Education, Youth, Sport and Culture, 2022) through the perspectives of ecolinguistics and frame analysis (Alexander, 2008).

**Keywords:** Frame Analysis; Ecocritical Discourse Analysis; Environmental Education; Education for Sustainable Development.

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## FROM HYPE TO REALITY

# Assessing Public awareness of Climate Consequences in AI Technology Through Podcast Analysis

AI technologies have the potential to reduce greenhouse gas emissions and combat climate change by enabling more efficient energy usage, optimizing transportation systems, and increasing the use of renewable energy sources (Cowls, 2023). However, the rapid growth of the AI industry has also led to an increase in energy consumption and carbon emissions. Training AI models and running complex computations requires large amounts of computing power, which often relies on energy-intensive data centers powered by non-renewable sources of energy. While these climate concerns have been expressed by multiple sources (Coeckelbergh, 2021), the general public is not always informed about the potential climate consequences of the so-called AI hype.

To investigate the general public's awareness of the climate impact of new technologies, this paper aims to analyze two technology-related podcasts. The first podcast is "Vergecast," produced by the technology news website "The Verge," with the aim of informing the general public about tech news. The second is the "AI Alignment Podcast," produced by "The Future of Life Institute," a world-renowned non-profit organization focused on steering transformative technology towards benefiting life and away from extreme large-scale risks. The analysis proposed in this paper will be structured into four steps.

First, the podcasts will be transcribed using speech-to-text technology, utilizing AssemblyAI's pre-trained language models (Wu, 2023). Second, the speakers' biographies will be scraped from Wikipedia or academic websites and classified based on their educational and field-related backgrounds. Third, employing a computational linguistic (CL) approach that leverages Large Language Models (LLMs) and chain-of-thought prompting (Wei, 2022), we will identify the topic of climate change within the discourse on technology. Fourth, we will conduct Large Language Model-based sentiment analysis (Xu, 2020) to investigate whether there is a correlation between the positivity/negativity in the discourse about the environmental impact of new technologies and the educational backgrounds of the podcast speakers. The results of this study will shed light on how the environmental discourse within the field of technology adapts to different audiences, discourse objectives, and the educational backgrounds of the podcast speakers.

**Keywords:** Climate impact of technology; Podcast analysis; Artificial Intelligence; Large Language Models; Corpus Linguistics.

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## SUSTAINABILITY

### Conceptualisations and lexicalisations in select long-eighteenth-century texts

This paper deals with the conceptual origins of sustainability, with reference to the long eighteenth century. The definitional complexity and conceptual ideology underlying today's discussions – scholarly and political, alike – of sustainability and sustainable development (Ramsey 2015) call for a look into early conceptualisations and potentially competing lexicalisations in order answer the following research question: what is the onomasiological and terminological archaeology (Foucault 2010) of sustainability in the timeframe at hand?

The paper is divided into three sections: the first presents the theoretical-methodological backdrop, that is, conceptual history (Koselleck 2011) and terminology theory (Faber et al. 2005). The conceptual historical framework signifies the linguistic and semantic turn in historical studies and, therefore, provides the structural complexity integral to the study of conceptualisations; terminology theory and the onomasiological approach to studying meaning and lexicalisations prioritise concepts, and thus allow for the tracing of conceptual shifts. The second section presents the corpus employed for analysis which contains two main conceptual domains: forestry, on the one hand, as the eighteenth-century connection of sustainability with dwindling forest resources in Europe emerged (Purvis et al. 2018), and economics, on the other hand, (Purvis et al. 2018), as the work of early-nineteenth-century economists critically identified potential trade-offs between wealth generation and social justice. The forestry section of the corpus is composed by Hans Carl von Carlowitz's *Sylvicultura Oeconomica* (1713), while the economics section consists of Adam Smith's *Theory of Moral Sentiments* (1759) and *An Enquiry into the Nature and Causes of the Wealth of Nations* (1776), and of Malthus' *Essay on the Principle of Population as it Affects the Future Improvement of Society* (1798). The third section presents the analysis itself, whereby the corpus is investigated through some preliminary keywords which operationalise the research question: sustainable, sustainability, development. The aim is to identify early conceptualisations and definitions of sustainability. The analysis further aims to discern different lexicalisations of the concept and understand whether these have been semantically grafted onto hegemonic conceptualisations of sustainability.

**Keywords:** sustainability; conceptual history; terminology theory; archaeology; onomasiology.

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## FRAMING MUSHROOMS AS “FRIENDLY” ORGANISMS: A case-study from Mark Williams’ Galloway Wild Foods blog

The present paper explores the way in which environmentally related linguistic metaphors in a series of online blog posts by the British forager Mark Williams contribute to reframing Wild Edible Fungi (WEF) in British culture. Humans have been harvesting wild edible fungi (WEF) since prehistory, yet the UK is described by ethnobiologists as a “mycophobic” country: Britons do not traditionally harvest WEF, and there is a general negative attitude towards these organisms. This negative attitude is best exemplified by the dearth of vernacular names for WEF, which is particularly striking if compared to the wealth of names for plants and other wild species (Wasson and Wasson 1957). Nowadays WEF harvesting is becoming more common: a new, ecologically aware public movement is growing, whose attention is turning toward alternative food systems as a response to the unsustainable and energetically high-demanding production of industrialized food commodities (Łuczaj, Wilde and Townsend 2021). The dissemination of this specific type of knowledge is spreading quickly through social media and blogs, thanks to the activity of professional foragers such as Mark Williams, one of the first and most active foragers in the UK. The present paper aims at charting the variety of conceptual frames deployed by this forager in his blog posts to describe WEF and to encourage their harvest, by applying Conceptual Metaphor Theory (Kövecses 2020) and Framing Theory (Entman 1993) to a corpus of blog posts authored by Williams. Data were retrieved from the online blog *gallowaywildfoods.com*, they were manually tagged to allow qualitative considerations, and finally quantified through corpus methods. The results of the analyses show how the framing of WEF operated by Williams enhances the environmentally friendly qualities of mushrooms, by relying on conceptual metaphors that highlight WEF’s role in the ecosystem, the sustainability of their harvest, and their organoleptic qualities.

**Keywords:** mushrooms, conceptual metaphor, framing, sustainability, wild food

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## FRAMING ENVIRONMENTAL COMMITMENT ON THE INTERNATIONAL STAGE

### Chinese and German political discourse on climate change

As a topic that has come to occupy a growingly central role in contemporary society, public discourse on climate change has been widely investigated from different perspectives (e.g., Sedlaczek, 2014; Marinelli, 2018). Less attention, however, appears to have been devoted to linguistic contrastive analyses of discourses on the subject. Given the global relevance of this complex and multifaceted phenomenon, it seems reasonable to posit that, in international or intergovernmental settings, different countries may construct different narratives of their environmental commitment, also because of divergent views on the policies to be enacted and the (perceived) status of each country on the international stage.

This paper aims to investigate how narratives on climate change are constructed in Chinese and German sources, two distant lingua-cultures. Drawing on the theoretical and methodological frameworks of critical discourse analysis and frame analysis (Entman, 1993; Reese, 2007; Reisigl and Wodak, 2009), it provides a contrastive analysis of two corpora (Chinese and German) of official public speeches and statements by the political leaders (or their representatives) of the People's Republic of China and Germany in the context, for instance, of international summits and conferences, as those organised within the framework of the United Nations. Firstly, the analysis adopts an inductive approach to identify the frames emerging from the ways information is presented in the texts from the two corpora, especially with regard to the narrative that each country constructs on its commitment to facing climate change. Secondly, the morpho-syntactic, lexical means and rhetorical devices that concur to activate these frames are examined and compared.

The results are expected to contribute to the understanding of the different discursive strategies employed by the governments of China and Germany to represent their conduct in this critical field, which carries major implications for image-building and the gathering of political consensus, both domestically and internationally.

**Keywords:** climate change; China; Germany; political discourse; frame analysis.

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## THE FRAMING OF SUSTAINABILITY IN THE IPCC SYNTHESIS REPORTS 1990-2023 A modern diachronic corpus-assisted discourse study

Since its establishment in 1988, the Intergovernmental Panel on Climate Change (IPCC), a greatly influential institution ‘on knowledge production, public discourse and policy development’ (Hulme and Mahony, 2010), has published six Synthesis Reports (SRs). Within an extensive and growing scientific literature concerned with the environment (Callaghan *et al.*, 2020), these documents serve as concise summaries of the Assessment Reports and Special Reports, providing up-to-date information on climate change, its characteristics, environmental and socio-economic impact, and potential response strategies. As per the principles outlined in Appendix A governing the work of the IPCC (IPCC Procedures, 2013), they should adopt a predominantly non-technical style and address a wide spectrum of policy-relevant inquiries while maintaining a policy-neutral approach.

Examining all the SRs released to date, this ongoing research applies a Modern Diachronic Corpus-Assisted Discourse Studies (MD-CADS) approach to the analysis of the language employed by the designated team of writers in the six texts, of parallel structure and content but from different contemporary periods (Alessi and Partington, 2020). This quantitative and qualitative mixed-method study seeks to uncover the prominent linguistic patterns and their intended meanings, with a particular focus on how environmental sustainability is framed, in connection with its development requirements and monitoring criteria (Trusina, 2021). Specifically, this work aims to provide valuable insights into how the SRs have communicated issues related to sustainability and whether there are discernible linguistic trends or shifts in their approach over the years (1990-2023). In particular, it plans to explore the methods adopted for the representation of social actors within the corpus, shedding light on the manner in which various stakeholders are portrayed.

In sum, this research may advance our understanding of the communication of climate change-related information, and its potential implications for policy and action.

Future directions could encompass exploring additional linguistic and discursive features, assessing responses from both the press and social media users, and examining the process by which these publications are transformed into national resolutions by UN signatory members.

**Keywords:** Modern Diachronic Corpus-Assisted Discourse Studies (MD-CADS), Sustainability, IPCC, Scientific discourse, Social actors

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## FROM PROTEST TO CRIMINAL DISRUPTION

### A diachronic investigation into the framing of climate activism in the UK

Recent research has investigated and compared framing practices in climate movement actors' social media posts and news coverage of activism (cf. Aruguete and Calvo, 2018; Chen et al., 2023, among others). While activist discourse has been found to focus traditionally on mobilisation and political action, news outlets have typically focused on the institutional and economic implications of climate change (Chen et al., 2022). Stecula and Merkley (2019) have described a recent shift in the perspective of climate-related news discourse towards highlighting the responsibilities of national and global environmental policies. They hypothesise that such a change might be the result of social movement actors' call-to-action and targeting of political entities' response to the climate crisis. These trends have emerged from investigating general climate emergency debate coverage.

The present study focuses instead on the coverage of climate activism specifically. It examines its framing in a 1.500.000 token corpus including articles featuring *Just Stop Oil* and *Extinction Rebellion* protests. The articles were published between January 2015 and March 2023 in two major UK quality newspapers which differ in their political orientation, i.e. *The Guardian* and *The Telegraph*. The study relies on the analysis of the most relevant keywords retrieved through the Sketch Engine terminology extraction tool. Such keywords were compared both diachronically in each newspaper and synchronically across broadsheets. Further insight into the changes in the portrayal of climate activism was offered by investigating the collocational profile of the most frequent lexical items used to denote the actors involved in the events covered (e.g., *protesters*, *supporters*, *campaigners*, etc.). Overall, two trends emerge diachronically: a shift from specific environmental concerns to more general ethical and social justice considerations and the progressive adoption of war-related expressions (both in terms of attacks and resistance) to describe the protests and their consequences.

**Keywords:** climate activism; climate protesters; news discourse; diachronic; corpus based.

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## SUSTAINING CRYONICS: FRAMING ENVIRONMENTAL DISCOURSE ON THIS PRACTICE

Ever since Ettinger's first speculations on cryonics (1972), this practice has been defined as the freezing, immediately upon death, of people who have suffered from rare or incurable diseases. The purpose of the process is to store the body and prevent decomposition until a cure for the cause of death can be found (Gordon, 1975, p. 132). Studies have underlined the risk of environmental damage due to Radical Life Extension procedures, which include cryonics, but they have proven to be only speculative, and no certain data can be extracted from them (Hainz, 2014, p. 228-229).

The aim of this study is to assess the framing of sustainability discourse related to cryonics. To do so, this study will be based on the comparative analysis of two corpora, one of newspaper articles retrieved via Factiva, and the other comprising selected webpages from cryonics providers' websites that have to do with environmental and sustainability issues (e.g., the products used for freezing the bodies and the impact they may have on the environment, or the impact this practice may have on the population, were it to be successful). Within this research landscape, framing refers to selecting aspects of a perceived reality and making them "more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation" (Entman, 1993, p. 52). To better understand the role of frames and to gain insights on the composition of the texts and most recurrent figures, both corpora will be analysed by means of Corpus Linguistics (McEnery, 2019).

This research is expected to return deeper insights on the framing of environmental discourse related to the sustainability of cryonics. While overwhelming positivity in the discourse proposed by providers is expected to be found, it will be interesting to compare it to the possibly contrasting discourse brought forward by newspaper articles and see where the connection and/or discrepancies lay in the framing of this process in the two areas of interest.

**Keywords:** cryonics, sustainability, Corpus Linguistics, framing.

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## FRAMING NATURE IN A CORPUS OF 17<sup>TH</sup>-CENTURY ENGLISH PAMPHLETS: The Settlement in Jamaica (1655-1699)

In the 17<sup>th</sup> century colonial expansion dramatically changed the pre-existing eco-systems of remote, overseas territories in the attempt to transform the natural abundance of wild places into domesticated landscapes suitable for settlement and economic prosperity (Richards, 2003; Mosley, 2010). In my paper, I shall analyse the English framing of nature and its resources in a specialized corpus of 17<sup>th</sup>-century propaganda pamphlets on the occupation and colonization of Jamaica, dating from 1655 to 1699 and amounting to 212,000 words. By drawing on Charteris Black's definition of frame as a socially shared perspective on something which generates ideologies through its repeated usage (2019, p. 16), I shall focus on the most frequent nature-related words (e.g. *nature, lands, heat, water, air, fruits, river, trees*) extracted from a wordlist and examine their semantic patterns of occurrence through word-sketch and concordance tabs available in SketchEngine.

In line with the principles of corpus-assisted discourse studies (Partington, 2004), the quantitative approach will be combined with a qualitative one so as to tackle the relationship existing between semantic patterns retrievable from the corpus and aspects of the wider historical and socio-cultural context, including the propaganda purpose of the author and the reception of the target readership. The results show that nature-related words are encoded within a frame of "abundance", "utility" and "domestication" which shape nature as an apparently ever-lasting resource to be quickly turned into subsistence and export commodities. Some deviations from these frames, however, occur and show that by the end of the century, the excessive urbanization of the island began to be noticed and remedies for uncontrolled hunting of local species were put in place with some sense of 'conservation' for future generations.

**Keywords:** nature; frame; 17<sup>th</sup> century; English pamphlets; Jamaica.

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## THE PRAGMATICS OF ECOFRIENDLY RECIPES IN FOOD AND SUSTAINABILITY COLUMNS: EXAMPLES FROM BRITISH AND AMERICAN NEWSPAPERS

Sometimes defined as “the queen[s] of pragmatics” (Fortunati, 2015, p. 30) – albeit I would say ‘the monarch(s) of pragmatics’, given the times we live in – recipes are usually regulative or prescriptive texts characterized by recurring kinds of speech acts, i.e., mainly (indirect) directives (Brdar-Szabó and Brdar, 2009; Al-Azzawi and Abdulameer, 2020) and expressives (Chiaro, 2013), and a high degree of formulaicity and routines (Fortunati, 2015, p. 31), just to mention a few of their most evident pragmatic features. In many cases, however, more complex methodological frameworks, based on interfaces between pragmatics and other levels of linguistic analysis, have been used to explore this textual typology. Besides, the raising interest in environmental issues has recently influenced also culinary linguistics and food studies in general; so much so, that one could even talk about eco-culinary linguistics, as a subfield of research concerning discourses about food waste, nature-friendly farming, and low-emission cookery, among others.

Moving from these premises, this paper presents an analysis of pragmalinguistic strategies – with particular emphasis on interfaces between pragmatics, morphosyntax, and semantics – adopted by a small corpus of food and sustainability columns, consisting in two British and two American well-known newspapers (*The Mirror* and *The Guardian*, on the one hand, and *The New York Times* and *The Washington Post*, on the other) which embed regulative/prescriptive texts such as recipes within more informational frameworks, i.e., newspaper introductory articles. The research question behind this paper is that of understanding how, from a pragmatic standpoint, these food and sustainability columns try (and manage) to persuade readers that environmentally friendly recipes are not only good for our planet, but also healthy and tasty.

**Keywords:** Eco-culinary linguistics; pragmatics; food and sustainability; newspaper columns.

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## #STOPWILLOW: NARRATIVES OF CLIMATE CHANGE IN THE FRAMEWORK OF ANTI-WILLOW PROJECT CONTENTS ON SOCIAL MEDIA

In March 2023, President Biden approved the major oil extraction ‘Willow’ project, a drilling plan that is reportedly going to produce investments at the expense of the environment and wildlife of Alaska. This event has triggered many activists, worried about the repercussions on climate (McGrath, 2023). Protests sparked on social media, where the hashtag #StopWillow went viral. This hashtag is associated with posts in which people show their dissent towards the government decision on drilling in Alaska (Chiu, 2023). As a matter of fact, social media represent ideal spaces where individuals exchange ideas, also regarding climate issues (Fernandez et al., 2016). Mavrodieva et al (2019) underlined how, through the diffusion of user-generated content, social media can trigger bottom-up action that can also affect political choices. This happens especially in the context of climate change, where the intrinsically multimodal style typical of social media leads to the creation of highly emotional content which links images and music to obtain a stronger response by other individuals (Hautea et al., 2021).

The aim of this work is to investigate how users frame nature and climate change in the context of anti-Willow Project posts on different social media platforms. The analysis will follow a two-fold direction, conjugating both qualitative and quantitative approaches. The first will focus on a multimodal observation of audio-visual contents from TikTok, with the aim of identifying which narratives are adopted to represent nature when expressing dissent over the Willow Project. The quantitative analysis focuses on an ad hoc corpus of tweets, identified by the presence of the hashtag #StopWillow. By means of corpus linguistics tools, wordlists, collocates and frequencies will be observed, in order to have a more thorough view of which communicative strategies are employed textually.

**Keywords:** Climate Change, Willow Project, Social Media, Multimodal Analysis, Corpus Linguistics

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## EXPLORING ITALIAN BANKS' SUSTAINABILITY REPORTS A Case study

In tackling the fight against climate change, sustainability reporting is not only a moral and legal obligation for public-interest entities but also an opportunity to improve their reputation and stakeholder engagement. In this scenario, the analysis of this kind of texts offers various opportunities and points of view for researchers, whether they are proposing new approaches (Kang & Kim, 2022; Jiménez-Yáñez & Fontrodona, 2022), obtaining relevant results through case studies (Arora & Rathore, 2022; Gunawan et al., 2021), or also dealing with the looming *greenwashing* problem (Moodaley & Telukdarie, 2023).

Inspired by previous research in other countries, this project aims to analyse how Italian banks talk about and frame climate change and sustainability issues in their sustainability reports. In particular, we will thoroughly analyse a corpus of reports in order to find out which topics, SDGs, and GRI disclosures are covered more and if there are any cases of vague or misleading “green claims”.

The corpus consists of 35 sustainability reports in Italian from 35 banks referring to the year 2021. They were collected as pdf files, then the full text was extracted to allow the analysis through NLP tools. The methodological approach includes Corpus Linguistic techniques (e.g., concordances, collocates, frequencies), Sentiment Analysis and Content Analysis (search for GRI indicators and SDGs).

Preliminary results show a prevalence of issues relating to social (diversity, equal opportunities, occupational health and safety, etc.) and governance (business integrity, anti-corruption, reputation, etc.) rather than environmental aspects. This seems in line with the specificity of banking activities and their subsequent impacts. At the end of the project, we expect to reach a better understanding of linguistic strategies associated with sustainability bank reporting, in order to gain more awareness on the matter and promote effective and sincere communication towards sustainability.

**Keywords:** sustainability reporting; greenwashing; CSR; SDG.

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## ENVIRONMENTAL COMMUNICATION: CONTROL OF DISCOURSE, DISCOURSES OF CONTROL

Unlike their bigger counterparts, small and medium businesses are subject to much less scrutiny from the civil society or coercive pressures from public institutions. For instance, they are specifically excluded from the provisions of European directive 2014/95/EU demanding that companies communicate about their non-financial performance in their annual reports. Thus, it can be expected that smaller companies' commitment to the environment stems from a bigger proportion of voluntarism.

Focusing on the Internet communication of a sample of small and medium businesses from French-speaking Belgium, Denmark, France, Norway and Sweden, we use the tools and methods of corpus linguistics and textometry to try to demonstrate that environmental communication bears the features of a control of discourse as much as it represents a discourse of control.

Framing is an attempt at controlling discourse, by attributing specific representations to concepts in order to orient their understanding by an audience. To that end, several resources can be summoned by the sender: syntactic constructions (MacLachlan and Reid, 1994), metadiscourse (Hyland, 2005) or consensual lexis (Krieg-Planque, 2010) are some of those. Therefore, environmental communication attempts at controlling the discourse in the sense that it aims at framing a series of representations attached to it.

Conversely, textometric analysis shows that environmental discourses are discourses of control: in highlighting the presence of recurring structures through the five corpora, we can see that said structures, along with notions attached to them, paint the picture of companies "being in charge" and, more broadly, trying to legitimate themselves (van Leeuwen, 2003). In so doing, they're "naturalizing" representations, that is, allowing them to circulate and be accepted as being "neutral" when they're initially attached to an ideology (Fairclough, 2010). The fact that such behaviours are widespread suggests that there is a discursive isomorphism at play and paves the way towards a sociological framework: that of institutional theory.

**Keywords:** Corporate discourse; Discourse analysis; Discursive isomorphism; Environmental communication; Textometry.

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## FRAMING NATURE IN THE NATURAL WINES ITALIAN MOVEMENT

During the last 20 years, the world of wine has undergone a process of transformation that has led to the gradual affirmation of production techniques increasingly oriented towards sustainability - organic farming, biodynamics, high environmental value, wines without added sulphites, etc. - and the related communication of these features to the public of consumers and wine professionals. At the heart of these phenomena, the composite world of natural wines has taken on a central role. Far from being an objective characteristic, the 'naturalness' of wines is instead a stake that results from field dynamics, relationships and conflicts inside the social field of natural wines and between this field and other fields (the wider wine field, the scientific field, the political field, etc.). The «naturalness» materialises in and is constructed by production, communication and consumption practices – that create an aesthetic regime – always subjected to disputability.

This paper will examine the discursive strategies of the main Italian natural wine associations to define what is (and what is not) a “natural” wine, to include and exclude production practices, technologies, ways of speaking about wine and ways of consuming it. The methodological tools we used to construct our interpretation are the following: enactive ethnography, in-deep interviews, discourse and content analysis on websites and social media.

**Keywords** natural wine; winegrowers; social fields; enactive ethnography; sustainability

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## SUSTAINABILITY AND ENVIRONMENTAL REPORTING IN THE ENERGY SECTOR

Energy Sector companies consistently set environmental objectives, monitor the impact of their activities, production and distribution units, services and products on the environment and society, and introduce actions and measures, in line with international standards. These companies frame their communication in terms of credibility and trust, social responsibility, identity and reputation construction, through transparent reporting to their stakeholders.

This paper focuses on how environmental issues are addressed in the websites and the sustainability reports of BP (UK), Edison (Italy), ExxonMobil (USA), Oil & Natural Gas Corp. (India) and Saudi ARAMCO (Saudi Arabia). The approach will be both qualitative and quantitative (through the corpus manager and text analysis software SketchEngine). Sustainability reporting is part of the broader genre of corporate communication and investor relations. Its goal is together both informative and promotional. Environmental regulations do not only deal with safety and pollution guidelines and laws: they must be built within the company's activities, procedures and disclosures (Laskin and Nesova, 2022).

The research questions will investigate, on the one hand, the language used to negotiate between the need to be transparent and truthful and the need to meet the stakeholder's expectations. Thus, for example, mitigation devices may be applied to increase optimism and certainty (Cho et al., 2010). On the other hand, these strategies will be compared cross-culturally, to observe how companies abide by international standards, and whether and to what extent their reporting practices differ.

**Keywords:** Energy Sector, Sustainability, Environment, Transparency, Cross-cultural

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## MAVKA'S AFTERLIVES: A MULTIMODAL ANALYSIS OF ENVIRONMENTAL DISCOURSE FOR CHILDREN

*Mavka: The Forest Song* was premiered in Ukraine on March 2, 2023, receiving an extremely positive response by the general public in terms of tickets selling, thus setting a box office record. Directed by Oleh Malamuzh and Oleksandra Ruban, the animated movie is based on the drama *The Forest Song* written by Lesya Ukrainka in 1912, which focuses on the story of Mavka, the spirit of the Forest, and a young man, Lukash. According to the producers<sup>1</sup>, the main aim of the project is to raise awareness about the extinction problem and the loss of natural habitats (fostered by a partnership with WWF Ukraine), and, at the same time, to promote Ukrainian culture and authenticity, popularizing its uniqueness.

Considering the movie's distinctive features as an audiovisual product and as the result of a complex process of transposition (or transduction), this paper aims at performing a multimodal analysis that relies on social semiotics, paying specific attention to the different modes that compose this ensemble, as defined by Tomalin (2020), in order to examine the affordances that are used to frame Ukrainian culture on screen. In fact, as highlighted in the official website of the movie, both visual and audio elements play a crucial role in presenting Ukrainian traditions and folklore, as for example the characters' costumes that are designed by Olga Navrotska and modern adaptations of folk tunes by DakhaBrakha band and Maksym Berezhnyuk.

In the light of these considerations, the paper seeks to explore the transmedial storyworld (Askander et al., 2022) that has been created over the decades, paying specific attention to how ecological discourse (Stibbe, 2015; Viridis et al., 2021; Viridis, 2022) is structured to meet children's needs, fostering ecological awareness while amusing them, in order to avoid forms of ecological simplification (Sacchi, Riva & Aceto, 2016) or of eco-technocratic representation (Mortari, 2020). As argued by Bortoluzzi (2017), eco-sustainable multimodal narratives favour the development of a critical competence, providing opportunities to reinforce the sense of belonging to the Earth system.

**Keywords:** Mavka; environmental discourse; transposition; children's learning; Ukrainian culture.

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## UNDERSTANDING GENZ'S CLIMATE ACTIVISM ON SOCIAL MEDIA A Corpus-based analysis of semantic sequences of *what*

Significant attention has recently been given to the study of climate change discourse online, which has often revealed a concerning presence of climate scepticism (e.g., Koteyko et al. 2015). However, with the rise the global wave of protests sparked by Greta Thunberg school strikes, a change has been observed in the attitude and behaviour of 'climate-engaged' youth, particularly GenerationZ, on social media.

Bearing these aspects in mind, this paper presents a study into climate change discourse by GenZ on social media by adopting a phraseological perspective to explore the intersection between meaning, form, and function (Bondi, 2010). Building upon the work of Groom (2009) and Hunston (2008), the analysis focuses on the identification of the semantic sequences of the pronoun *what* in a corpus of Instagram posts by GenZ environmental associations. Semantic sequences, as sequences of words and phrases diverse in form but consistent in meaning (Hunston 2008), were chosen as tool into the investigation of discourse-level features because of their ability to identify "distinctive features of specialized discourses" (Bondi, 2017 p.26). The methodological approach combines, therefore, a corpus-based analysis with a discourse perspective, essentially examining the systematic interaction between text and form, going beyond lexico-semantic associations at the surface-level (Bondi, 2010).

Preliminary findings have revealed a correlation with the specific aims of digital activism, while maintaining the peculiarities of GenZ climate activism. Nonetheless, this study contributes to the broader area of climate change discourse to understand how societal thinking is developing in relation to this phenomenon and eventually provide solutions to these challenges.

**Keywords:** semantic sequences; climate change discourse; digital activism.

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## A CORPUS STUDY OF FIGURATIVE LANGUAGE IN NEWSPAPER ARTICLES ABOUT SUSTAINABILITY

Figurative language is essential not only to the way we communicate, but also, more fundamentally, to the way we conceptualise ideas (Lakoff and Johnson 1980). The way metaphors frame concepts brings some aspects to the fore, while leaving others in the background (Stibbe 2021). Consequently, the study of metaphors helps bring to the surface the strategies underpinning sustainability discourse and understand what beliefs and convictions are dominant in the discussion. The aim of this study is to gain a clearer picture of the metaphorical networks that emerge in the discourses of sustainability and of how the topic is conceived and presented.

This study is a corpus-based analysis of sustainability discourse in newspapers, powerful tools for shaping the public understanding of such issues. English and Italian newspapers have been selected to determine possible differences or similarities between the two languages in terms of salience and creativity regarding conceptualisations of sustainability. Specifically, *Il Sole 24 ore* and *Financial Times*, as leading publications on business and finance, and *Corriere della Sera* and *The Independent*, as more wide-ranging dailies generally considered as having a rather neutral political stance. A comparable corpus of articles in English and Italian mentioning, respectively, *sustainability* or *sustainable development* and *sostenibilità* or *sviluppo sostenibile* has been created, as of May 2, 2022, the effective date of the 8th Environment Action Programme. Metaphor identification was conducted through close reading of concordance lines for *sustainab-/sostenib-*, and figurative meanings were determined by applying the Metaphor Identification Procedure (Pragglejaz Group 2007).

The results demonstrate the importance of figurative framing in shaping public discourse on sustainability and contribute to a better understanding of the complexity involved in its conceptualisation, and the consequences this has on the way the idea of sustainability is addressed and implemented.

**Keywords:** sustainability; cognitive linguistics; metaphor; figurative language; corpus linguistics.

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## FRAMING SUSTAINABILITY IN THE TOURISM SECTOR The Case of South Tyrol

Over the last decades, international organizations have shown an increasing commitment to the critical challenge of promoting sustainable forms of tourism. As a consequence, the tourism industry has set out to develop a product range based on principles such as economic fairness, positive sociocultural impacts and environmental-friendliness (GSTC, 2023). Delving deeper into the language of sustainable tourism can be an opportunity to improve the ability to address the challenges and opportunities associated with achieving sustainability within the tourism industry. Yet, discourse and communication studies focusing on sustainable tourism are relatively rare (Malavasi, 2017; Tölkes, 2018; Tiago et al., 2021; Pato et al., 2021).

As part of an ongoing research project on English as an international language for tourism in South Tyrol, this paper aims at framing the notion of sustainability in the tourism sector in the Italian Autonomous Province of Bolzano by investigating the communicative strategies in use to promote sustainability in the digital discourse about tourism. The study draws on a combined methodology, relying on ethnography, corpus linguistics, and discourse analysis. It is based on interviews with tourism communicators and a corpus of sustainability-related texts collected from web pages of local accommodation facilities. The analysis focuses on the verbal representation of the landscape; it addresses space and place description within a range of different contexts and concentrates on the role played by indexicality and evaluative language. Interviews revealed that the Covid-19 pandemic became an opportunity to reshape the tourism culture and design a new development strategy with the concept of sustainability as its pillar.

In a region where nature is a dominant element as well as a resource for the tourism sector, sustainability becomes an intrinsic value, rather than the result of the implementation of international policies. Language highlights how the local community embraces the notion of sustainability as a defining trait of their local identity.

**Keywords:** sustainable tourism; tourism discourse; discourse analysis; corpus linguistics; South Tyrol.

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## **STRATEGIES AND TACTICS FOR THE MEDIATION OF NATURE. Dislocating anthropocentric instrumentalism in the Swedish media context**

Media professionals and organizations play a central role in the discursive construction of nature via shaping the selection and salience in media content. In past years, environmental communication studies have tended to assume communication strategies mostly in terms of corporate and institutional practices, while the active, productive, and constitutive role of media practices in the discursive construction of nature still remains an open transdisciplinary debate between environmental communication, ecocriticism, and digital environmental humanities. In this paper, we investigate strategies used by media professionals in communicating environmental issues to examine media productions as part of broader discursive conflicts on the meaning of nature, climate change, and human-nature relationships. The study is based on a selection of seven media productions in the Swedish context, comprising TV series and documentaries produced between 2015 and 2020. Methodologically, we apply a discourse-theoretical analysis of this case study material, including the audio-visual products and interviews with media professionals. As a result, we elaborate a model able to identify five mediating strategies, ranging from mainstream anthropocentric strategies to alternative ecocentric tactics. Our model aims to delineate media strategies reproducing hegemonic human-nature relationships based on anthropocentrism, and, thus, improving knowledge of anthropogenetic agencies in media communication, as well as potential alternative tactics for more ecocentric representations of nature.

**Keywords:** communication strategies; discourse theory; anthropocentrism; ecocentrism.

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## FRAMING ENVIRONMENT PROTECTION IN FINANCIAL DISCOURSE

This study aims at identifying and interpreting recurrent frames in corporate communication, and in particular in CEO Letters to Shareholders, related to environment protection. The identification and analysis of discursive frames can shed light on the discourse strategies deployed by companies as a function of their commitment in environmental issues. Furthermore, this analysis can contribute to the by now extensive research on framing (Entman 1993).

Letters to Shareholders are influential documents within the context of financial communication playing an important role in the construction of a Company's reputation. As a genre in corporate communication, they have been formerly investigated by several scholars, who have outlined their prototypical structure, aims and moves.

The letters included in the corpus were collected from the Annual Reports of the 998 *Standard&Poors500*, *Eurostock* and *Nikkei* listed companies released in the period 2018-2021. The corpus was then divided into subcorpora, each of them assigned to different industries (retrieved from the indexes listings), i.e., financials, healthcare, materials, industrials, etc. In light of the assumption that frames are typically "manifested by the presence or absence of certain keywords, stock phrases, stereotyped images, sources of information, and sentences that provide thematically reinforcing clusters of facts or judgments" (Entman 1993: 52), the analysis is first carried out from a quantitative point of view, using corpus linguistics tools (Anthony, 2013; Stubbs 2001) in order to identify recurrent frames which are then examined in a discourse analytical perspective.

A computational emotional analysis (Mohammad 2021) of the texts was also performed using well established lexicons: EMOLEX (<https://saifmohammad.com/WebPages/NRC-Emotion-Lexicon.htm>) and Affect Intensity Lexicon (<http://saifmohammad.com/WebPages/AffectIntensity.htm>), used to detect further discursive formations and highlight argumentative representations. Our recent study on framing the pandemic in CEOs Letters (Giordano, Mandenaki 2023), provides preliminary empirical hints on evidence that environmental issues, climate change and green energy were predominantly framed in the light of favorable actions taken especially from companies reporting losses in the fiscal year, to demonstrate extensive social responsibility and also as a counteract to the negative financial result the companies suffered due to the pandemic.

**Keywords:** emotional analysis, CEO letters, framing financial discourse, financial discourse,

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## HOW DIGITAL ACTIVISTS (RE)FRAME ISSUES IN DISCOURSE CONCERNING SUSTAINABLE FASHION The role of argumentative subdiscussions

Despite existing criticism on digital activism, which sometimes pejoratively defined as “clicktivism” or “slacktivism”, several studies show that there is a connection between digital activism and *change* (Dennis, 2019) in terms of awareness raising and cultural change. A domain in which digital activism has contributed to achieve important results in these terms is the controversy surrounding the *environmental and social sustainability of the fashion industry* (Greco et al., 2023).

Change is related to discourse produced in digital activism; it has been noted that the main contribution by digital activists coincides with reintroducing and *reframing issues* for the public that have been either misrepresented or ignored in the mainstream public sphere” (Jackson, Bailey and Wellies, 2020, p. 185, my emphasis). Not coincidentally, there is a long tradition of studies of framing in social movements discourse (van Dijk, 2023).

However, the discursive and argumentative dynamics through which digital activism generates change by reframing discussion issues still needs to be explored. This paper presents the hypothesis that one of the argumentative strategies through which activists who advocate for a more sustainable fashion industry reframe existing discussion issues is opening *subdiscussions*. Adopting an argumentative perspective on activism (Greco, 2022), I argue that activists re-discuss material starting points (facts or values) taken for granted by brands in their communication to consumers. I provide a qualitative investigation based on an annotated dataset of around a hundred tweets (collected in 2021) by major activist organizations in the domain of fashion sustainability.

This paper contributes to an argumentative interpretation of digital discourse on fashion sustainability, illustrating an argumentative strategy through which activists manage to reframe invisible issues and making them available for discussion in the public sphere using social media.

**Keywords:** digital activism; reframing; argumentation; subdiscussion; fashion sustainability.

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## LAB-GROWN MEAT Framing behavioural changes toward sustainable dietary habits

Vegetarianism, veganism and the reduction of meat consumption in general have been growing and even well-established trends for a few decades now, starting with the ecological turn that took place in many western societies beginning from the late 20<sup>th</sup> century (e.g. Hanganu-Bresch & Kondrlik 2021). As a consequence, meat alternatives, as a way of reducing the carbon footprint of mass farming, have also been on western and, increasingly, on developing countries' markets for long, and are a consolidated feature in the 2020s. 'Alternative' meat, on the other hand, intended as *actual* meat grown from existing meat cells, is a relatively recent and debated introduction (Van Loo, Caputo, Lusk 2020).

This paper proposal aims to 1) review how lab-grown meat is discursively presented in the news media, and 2) check for specific framing strategies that may be employed in constructing a sustainable view of this product, vs – for instance – a non-sustainable perspective. In order to do so, a small corpus was retrieved using the Factiva database, containing news articles in English from both British and US broadsheet newspapers. The collection has undergone qualitative analysis, assisted quantitatively by corpus analysis software, in which analytical tools pertaining to framing and argumentation theory, as well as critical discourse studies, were employed (Goffman 1974; Bednarek & Caple 2014; van Eemeren & Greebe 2004).

The research is expected to shed light on the debate over the contribution (if any) of cultivated meat to the environmentalist cause. Supporters and detractors of its eco-friendly role indeed approach the issue differently, using different arguments, strategies and framing the debate differently. The focus on news sources is considered relevant in order to emphasize the news values involved in the debate (Bednarek & Caple 2014).

**Keywords:** lab-grown meat; meat alternative; media discourse; framing; corpus-based discourse analysis.

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## **UGLY DIFFICULT DIALECT: The Impact of heritage speaker framing on the language efflorescence movement in southern Okinawa.**

150 years of monolingual Japanese language ideology has culminated in all six indigenous languages of the Ryukyuan archipelago being expected to vanish in the following 30 years (Anderson, 2019). This has awakened a movement of language revitalization, but one of modest success that is still struggling to decolonize, including dealing with the low-status view of the languages and their concepts (Brenzinger, 2006) in the minds of their keepers. The problem is further compounded by the heritage populations' framing of the debate with words such as dialect, difficult, and ugly to describe their language and refusing to call them languages or push for street signs written in local words. Terms of high status are saved for describing Japanese such as beautiful and language.

In this presentation I will define the current state of language efflorescence in the Yaeyaman archipelago 60 kilometers from Taiwan including the diversity of the language over these nine islands, how that additionally hinders restoration efforts, and how framing prevents the people from taking back any of the domains or value the local languages once held. I then define two ethnolinguistic systems, the orientation system and seasonal expressions, that are unique to the islands and have gone into disuse even among those working to revitalize the language, replacing them with Japanese modern concepts and conceptualization.

Using fieldwork completed in 2021 and 2022 of interviews with five full and eight rusty speakers in Master-Apprentice Programs in Ishigaki, I will provide examples of the negative words used to frame the debate around the language and its ethnolinguistic systems and how these are all psychologically endemic. I argue that the language accommodation and colonization of the mind (Fanon & Philcox, 2004) are the primary causes for the disuse of their language and concepts in their daily lives (Heinrich, 2007)(Guay, 2022). I conclude with a proposal for appropriate ways to frame the discussion in current language restoration movements as well as some programs to encourage the population to retain their ethnolinguistic systems.

**Keywords:** Language Efflorescence; Language Accommodation Theory; Indexicality, Framing of Indigenous Languages

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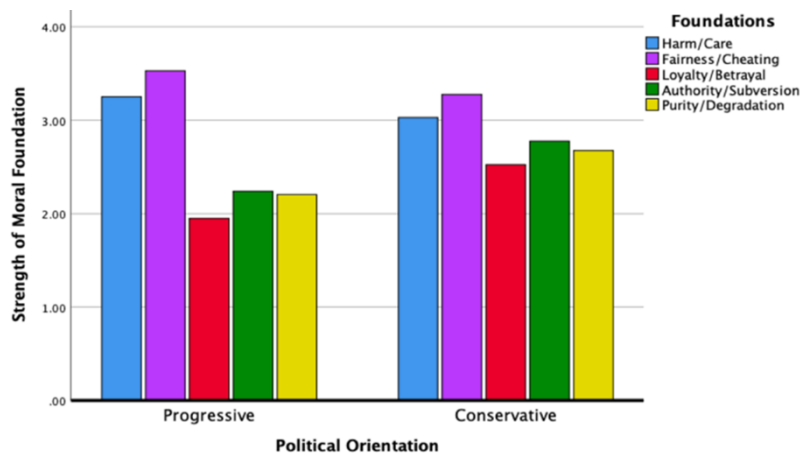
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## ENVIRONMENTAL CONCERN AMONG CONSERVATIVES AND PROGRESSIVES On the impact of morality framing

The Moral Foundations Theory (MFT; Haidt, 2007) proposes five moral foundations that generally influence people’s attitudes and behaviors: Harm, Fairness, Loyalty, Authority, and Purity. While the MFT has been tested in a variety of domains (Feinberg and Willer, 2015), the current study applies the five moral foundations as morality frames in written informative text about climate change (CC), and investigates how morality frames affect environmental concern among recipients with different political orientations.

153 Dutch citizens, who reported themselves as being either conservative or progressive, took part in an online survey experiment. To determine the moral values that came with political orientations, participants filled out the Moral Foundations Questionnaire (Graham et al., 2011). The results are visualized in Fig. 1: progressives most strongly endorsed Harm and Care, while conservatives came closer to a more all-round moral compass.

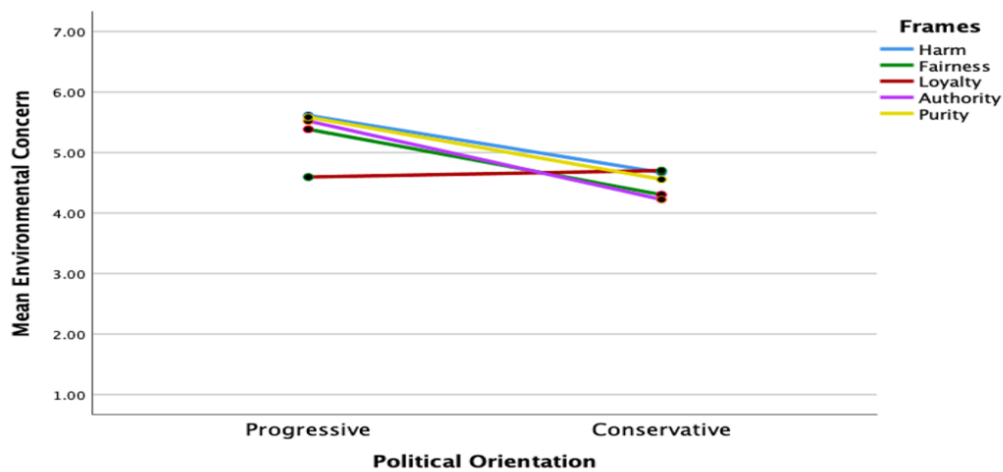


**Figure 1:** The outcomes of the Moral Foundations Questionnaire per political orientation.

Our general prediction was that CC communication is typically most effective in raising environmental concern when it is framed to appeal the recipients’ moral values. To test this prediction, participants read five informative texts about CC, each framed to represent one of the five moral foundations. Morality framing was applied by addressing a topic that fit the moral foundation at hand, and by using five trigger words from the Moral Foundations Dictionary (Graham et al., 2011). Environmental concern was measured after every text.

The results are visualized in Fig. 2. Firstly, environmental concern was generally higher for progressives than for conservatives. Secondly, while conservatives were equally susceptible to the

five frames, this was different for progressives, where the Loyalty frame performed significantly worse than the other frames (including Harm and Fairness). These patterns partly resonate the outcomes of our Moral Foundations questionnaire, and show that the effectiveness of morality frames can depend on the political orientation (and thus: the moral values) of the recipient.



**Figure 2:** The effect of moral frames on environmental concern as a function of political orientation.

**Keywords:** moral foundations; morality framing; environmental concern; political orientation.

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## ENVIRONMENTALISM AS RELIGION

### Metaphorical representations and discursive implications in media coverage

This study explores the metaphorical expressions derived from the conceptual metaphor (Kövecses, 2017) ENVIRONMENTALISM IS RELIGION and their discursive implications in the media coverage of the issue of climate change. A comparative analysis was conducted between liberal and conservative publications, both Polish and American. Nevertheless, the American conservative paper proved to be the most prominent in terms of said metaphor, and, consequently, the analysis is largely based on its material.

The material investigated in the study was extracted from articles relating to the problem of climate change that were published in 2019 in popular newspaper outlets in Poland and the US. The methodological approach that was adopted was based on both qualitative and quantitative methods. The tools made available by corpus linguistics (Deignan, 2005) were used to extract random samples that were later examined with the use of a manual Metaphor Identification Procedure (Steen et al., 2011).

The samples used metaphorical expressions referring to religious concepts, discrediting the urgency of climate change as matters of belief, not fact. Conservative newspapers added expressions like confession, purgatory, and sacrament to ridicule climate change action by associating it with religious rituals. References to Christianity (apocalypse, confession) and Islam (jihad) conveyed a negative image of climate change advocacy, unjustly waging an environmental "war" against perceived threats. Greta Thunberg was portrayed as a religious figure, diminishing her credibility and influence as a climate change advocate.

In conclusion, this study sheds light on the metaphorical representations of environmentalism in terms of religion and their discursive implications. The findings demonstrate the rhetorical strategies employed in the media discourse surrounding climate change, aiming to diminish the urgency of the issue and discredit scientific knowledge. Understanding these metaphorical representations is essential for critical analysis of climate change discourse and for fostering informed public engagement (Armstrong et al., 2018).

**Keywords:** conceptual metaphor; media discourse; climate change.

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## **A MODEL OF THE HUMAN-NATURE RELATIONSHIPS IN RUSSIA ON THE EXAMPLE OF THE H&M CLOTHING RECYCLING SCANDAL**

The global environmental agenda was promoted primarily by the developed countries as a mandatory stage of the modern development of economic systems. Currently, Russia falls out of the global trend towards a rethinking of the human-nature relations due to the lack of economic resources for the development of pro-environmental infrastructure, the peculiarities of the socio-political system that impede the effective implementation of institutional changes (Tynkkynen 2014; Newell and Henry 2017).

We suggest, from the standpoint of economic sociology, to pay close attention to the cultural embeddedness and locality of the Russian environmentalism, the meanings, attitudes, rules, and norms that regulate the human-nature relations. In the study, we aim to identify and describe a model of human-nature relations through a discourse on nature in Russia. We address the research aim by the empirical case of the scandal surrounding the H&M clothing store chain, whose Russian logistics partners in 2020 were caught reselling buyers' clothing items that were initially collected for recycling. This was given wide publicity, and as a result the representatives of the retailers checked and then changed their logistics partners.

Data analysis was conducted using qualitative methodology in the tradition of discourse analysis in the version of Laclau and Mouffe. The empirical data allows us to reveal a group of actors with a fairly crystallized pro-environmental discourse. They, we suggest, build egalitarian relationships with the environment: their discourse of human-nature relationships is not entirely biocentric. However, the described discourse of eco-centric relationships with the environment does not dominate in the general discussions of the H&M clothing recycling scandal. In the case under investigation, we identified another group of actors – people, for whom concern for the environment is not an important issue or is even perceived negatively by them as an agenda that is relevant for wealthier and more successful segments of the population. They perceive nature as a tool of human activity, and the meaning of relationships with it is rooted in pragmatic logic. Their perceptions of a hierarchical way of organizing political and economic life reproduces an anthropocentric and utilitarian attitude towards the environment.

**Keywords:** human-nature relations; discourses of nature; eco-social relationships; recycling; Russia.

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## FRAMES OF CHINA

### Jia Zhangke's ecocinema and the representation of environmental issues in international film projects

Jia Zhangke 贾樟柯 (1970-) is one of the most honored film directors in Chinese cinema history (Golden Lion at Venice Film Festival in 2006 and Prix du Scénario at Cannes Film Festival, 2013), yet one of the most relevant voices in Chinese contemporary cinema. Besides his fiction films, embedded with documentarist narratives, Jia took part in international projects promoted by important public institutions – namely the United Nations High Commissioner for Refugees, Greenpeace Asia, BRICS Summit –, and international film festivals of the cities of Nara, Venice, and Thessaloniki. On these occasions, he directed a total of six shorts on topics of transnational relevance.

This paper aims at analyzing a selection of shorts by Jia Zhangke, produced for international film projects, in which environmental issues are tackled (e.g. climate change and pollution, natural disasters, and Covid-19 outbreak): *Black Breakfast* (*Heise zaocan* 黑色早餐, 2008), *Smog Journeys* (*Ren zai mai tu* 人在霾途, 2015), and *Visit* (*Laifang* 来访, 2020). The shorts stand as an example of the so-called 'Chinese ecocinema' as per the theoretical definition by Lu and Gong (2019). The research is based on the integrated methodology of Film Studies (Cassetti, Di Chio, 1990) and Cultural Studies, as per Bordwell and Carroll (1996) and Harbord (2002, 2007). The aim is to elaborate on the film discourse and representation of environmental issues in Jia's shorts through the analysis of cinematic language and frames.

**Keywords:** Jia Zhangke, ecocinema, environmental issues, climate change, film discourse.

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## CLIMATE CHANGE AS A THREAT TO GLOBAL HEALTH. The Perspective of WHO

As WHO (2023) asserts, "[c]limate change is impacting human lives and health in a variety of ways. It threatens the essential ingredients of good health - clean air, safe drinking water, nutritious food supply and safe shelter - and has the potential to undermine decades of progress in global health." Climate change can clearly have significant impacts on human health: Not only is warming the planet leading to more frequent and severe heat waves that can cause heat exhaustion, dehydration and even death, but it can also exacerbate pre-existing health conditions such as cardiovascular disease, respiratory illness and allergies. In addition, climate events can lead to injury, displacement and mental health problems such as post-traumatic stress disorder (PTSD). Overall, this climate change poses a significant threat to global health and well-being. It therefore seems essential to address climate change through mitigation and adaptation measures, which is essential to protect public health (Abbas et al., 2022).

Since representations of climate change discourse “have enacted their own discursive formations, which people discuss and act upon at local, national and global scales” (Taylor 2013, p. 17), this study examines how digital discourse surrounding climate change undergoes discursive adaptation measures when the WHO discusses the impact of climate change on health with various audiences. Specifically, we analyze the WHO's six web platforms, each corresponding to a different continental region, using a Corpus Linguistics (CL) approach augmented by AI and Large Language Models. By leveraging generative pretrained transformers (GPTs) from the MedAlpaca collection (Han, 2023), a series of LLMs trained on medical data, we aim to identify medical discourse within the context of regional climate change discourse and evaluate its significance and objectives. Furthermore, our CL analysis will be accompanied by a multimodal analysis conducted with the machine learning library Scikit-learn (Hackeling, 2017), in order to identify image similarities and assess how clusters of similar images are used to achieve specific communicative objectives within both region-specific discourse and broader discourse across regions. We will thus determine how the same topic has been adapted discursively to reach diverse audiences residing in distinct geographical, social, and economic contexts, with the goal of encouraging proactive policy-making, raising public awareness, and promoting collective action.

**Keywords:** Climate Change discourse; CL; Multimodality; AI; Language Models

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## A CORPUS-ASSISTED APPROACH TO ENVIRONMENTALLY DISCOURSES AND STORIES WE LIVE BY: The Climate resilience as a case study

**Abstract.** In an era of global crises at multiple levels (e.g., social, economic, and political), it is imperative to rethink the role of language and the environment as it challenges the human, urban, behavioral, and cultural landscape and contributes to the emergence of new worldviews and stories informed by a variety of beliefs, values, attitudes, and expectations, from which contemporary environmental discourse evolves. With this in mind, our research focus is on positive discourse practices that aim to improve people’s ability to understand and manage climate-related risks and opportunities, and to help them make their communities and businesses more resilient to extreme events. We therefore collected a corpus of 194 case studies, taken from the U.S. Climate Resilience Toolkit (<https://toolkit.climate.gov/>), in order to analyze how the U.S. federal government, communities, businesses, and individuals are taking action to document their vulnerability and discursively build resilience to climate-related impacts. Given the issues at hand, ecolinguistics (Stibbe, 2022) provides us with the theoretical framework, used to broaden our perspective on the concept of environmental sustainability as a crucial force for reshaping global coexistence on Earth, both physically and linguistically. Of particular interest to our contribution is to examine how the intersection of ecology, ecolinguistics, and climate resilience finds a place in “the stories we live by” (Stibbe, 2022), i.e., the mental models that frame our discourse, influence our behavior, and underlie the ecological challenges we are facing. More specifically, we use Stibbe’s eight forms that stories take, and their linguistic manifestations (i.e., ideology, framing, metaphor, evaluation, identity, conviction, erasure, salience) to analyze the corpus. However, due to its huge size, corpus-assisted ecolinguistics (Poole, 2022) is added as a “mutually supportive” methodology (Mautner, 2009) to explore the corpus more comprehensively and see quantitatively how the complexity of attitudes, beliefs, and ideologies that contribute to climate change and resilience are reflected, normalized, and maintained in language use (Poole and Micalay-Hurtado, 2022).

**Keywords:** environmental discourse; climate resilience; ecolinguistics; corpus-assisted ecolinguistics.

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## THE IDEOLOGIZATION OF SUSTAINABILITY AND THE FINANCIALIZATION OF NATURE A Comparative discourse analysis with Sentence Transformers

As Europe tries to march towards climate neutrality and sustainability, issues such as climate change, environmental preservation and clean energy dominate the public discourse on a global level. However, contrarian claims and skepticism that have influenced a big part of environmental misinformation, appear to still promote a ‘climate silence’ (Heald 2017) adding to the resilience of a controversy that has long delayed mitigating actions. Widespread assumptions with strong ideological undertones not only affect discursive formulations but frame the issues in such a light that tend to restructure the environmental agenda affecting the social involvement and ultimately the formation of the policies to be implemented.

In this project we aim for an interdisciplinary approach to investigate discursive phenomena associated with these issues by implementing a combination of corpus linguistic techniques (Baker and McEnery, 2015), emotional analysis and state-of-the-art language models like Sentence Transformers (Reimers & Gurevych 2019) on two corpora: one with a distinct ideological identity compiled from articles and blog posts of 5 well established neoliberal think tanks and a corpus consisting of all energy and environment related articles published in the news outlet *Politico.com*. The aim is to compare the discursive devices of elite research and policy-recommending establishments (Plehwe 2014) to the patterns of mainstream journalism as a baseline and examine the way contrarian as well as progressive ideas, find their way into public discourse.

Our results indicate the robustness of the methodology in tracing the discourse formulations and framing devices deployed in both corpora as well as the development and strategic repetition of arguments through time showing how widespread ideas, like the “denial repertoires” of the political right, developed and transformed. Results also demonstrate the resilience of frames, such as the contestation of the climate science, the discursive disengagement of environmental issues from the very structural and economic issues that have caused them, as well as the birth and evolution of newer frames such as the representation of the environment as a big ‘cost’ that will burden people or its eventual financialization within the emerging biopolitics of a ‘green’ exploitation and profit.

**Keywords:** climate change; natural language processing; discourse analysis; transformers.

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## FRAMING THE SHIFT TO A FAIR TRANSITION IN EU DISCOURSE USING THE APPRAISAL THEORY Some insights

On 16 June 2022, the European Council approved the Recommendation on ensuring a fair transition towards climate neutrality (2022/C 243/04). This recommendation encourages actions to safeguard people affected by the green transition, promoting quality jobs and facilitating access to proper working conditions protecting health and safety in the context of the green transition. Importantly, this recommendation marks a move away from some previous documents – e.g., the Green Deal – issued by international and European institutions, which focused on a ‘just’ transition rather than a ‘fair’ one. As a result, it might be worth exploring the way this new fair transition has been framed, viz. how some aspects of this process have been selected and made more salient from a communicative point of view, in order to background certain dynamics while foregrounding others. In light of the above, this paper sets out to investigate the framing of the discourse featuring the Recommendation on ensuring a fair transition towards climate neutrality and the way the text was construed to fulfil certain communication purposes. In so doing, Entman’s four functions of framing – i.e., defining problems, diagnosing causes, making moral judgments, and suggesting remedies (Entman, 1993) – will be investigated in the text in the context of the Appraisal Theory developed by Martin and White to deal with the construction by texts of communities of shared feelings and values, and with the linguistic mechanisms for the sharing of emotions, tastes and normative assessments (Martin and White, 2005). More specifically, this paper will seek to understand how the textual voice characterizing this recommendation positions itself with respect to other voices and other positions. For the purposes of this study, the category of Engagement will be considered.

**Keywords:** Sustainability; Framing; Appraisal; Engagement; EU Discourse.

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## ENVIRONMENTAL SUSTAINABILITY IN CORPORATE DISCOURSE: A Multimodal analysis of Italian energy companies' web pages

Environmental sustainability is one of the three dimensions companies are supposed to deal with, together with the social and economic challenges they must face, to contribute to a sustainable development. This is supposed to occur when working towards a harmonious balance between human beings and nature, to preserve and protect ecosystems and natural resources still available for the next generations. In this perspective, the care of water, the recycling of resources, the rational use of energy and fuels, are of particular interest (Citlali and Martínez, 2021).

Through their web pages, also in consideration of the mounting social pressure, and growing stringent regulations, companies in the energy sector strive to build their reputation and trust by disclosing reliable information and reporting with transparency on how they contribute to environmental sustainability while delivering value (Capriotti and Moreno, 2007).

This work aims to investigate how three *major Italian* energy companies, Enel, Hera and Terna, are presently elaborating on the issue of environmental sustainability and how they build discourse to show commitment to climate change reduction on their web pages. *The research purpose is to study how discourse on environmental sustainability is shaped by combining the hypermodal* (Lemke, 2009) options made available by computer affordances. For this case study, the theoretical assumption is made that *websites are complex communicative situations acting simultaneously on diversified canvases* (Pflaeging et al., 2021). Accordingly, *the web pages and the network of text genres devoted to environmental sustainability in the websites are analysed from a multimodal perspective* to identify the semiotic modes contributing to meaning making (Kress, 2010). Besides, *a qualitative critical discourse analysis perspective* (Fairclough, Mulderring and Wodak, 2011) is adopted to establish how language contributes to shape environmental reality.

**Keywords:** Environmental Sustainability; Corporate discourse; Multimodal discourse; Critical Discourse Analysis.

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## **MAY THE CONSUMERIST-BASED FRAMING OF NATURE AS OTHER BE REVERSED FOR SUSTAINABILITY PROMOTION? An Empirical multimodal study of Instagram tourism discourse**

Partial and biased framings of nature and resources in the Age of Anthropocene have been widely discussed by humanists in the field of Critical Discourse Studies, multimodal analysis and corpus-assisted research (Fernández-Vázquez, 2021). Considering the growing potential for irreversibility of climate change and resource depletion, environmental sustainability has become a crucial issue for the survival of the human species; for this reason, academics have lately focused on the role of language in the legitimation of the framing of nature as a commodified Other for the profit of various stakeholders (Stibbe, 2014).

This paper aims to explore Instagram narratives promoting natural destinations by implementing a wide array of persuasive strategies; these are argued to rely on the Romantic ideology and play on tourists' desire for recharging, exclusive and solitary experiences in the unfamiliar, uncontaminated nature, perceived as extra-ordinary in capitalist societies (Urry and Larsen, 2011). These, indeed, leverage the human-nature dichotomy to shape a vision in which Nature is at the service of humans.

Drawing upon Empirical and Functional Multimodal Linguistics (Bateman, 2019), this paper sheds light on patterns of destructive, unequal representations of humans and increasingly endangered biodiversity in visuo-linguistic corpora, through the Transitivity and Appraisal systems and a data-driven tagging model for visual artifacts in tourism discourse (Mattei, 2023). Its aim is to compare the latter with eco-discourse and define alternative sustainability practices. Ideally, this will raise awareness of the key role of nature in our eco-system, urging individuals to actively preserve Nature. Promising results show the potential persuasiveness of: 1) underlining the aesthetic, physical attributes of *pristine* destinations and endangered biodiversity; 2) assigning to the latter a privileged position of dominance; 3) promoting emotive, perceptive consumption and agency in the preservation of *local, uncontaminated* areas, by including instances of exclusive contact with *traditional* communities, customs, *unique* wildlife.

**Keywords:** consumerism; tourism discourse; ecolinguistics; empirical multimodality; corpus analysis

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## CONFLICTING CHARACTERIZATION FRAMES AND ARGUMENTATION IN THE PUBLIC CONTROVERSY SURROUNDING FASHION SUSTAINABILITY

This paper investigates conflicting *characterization frames* and their underlying argumentative premises in the public controversy surrounding fashion sustainability, which constitutes an instance of climate change discourse.

In a controversy, parties make sense of communicative messages according to different frames, i.e. structures that guide an individual's interpretation of reality (Fillmore, 1976). As frames offer a simplified vision of reality, the discussion often results in a polarization of positions that might exacerbate the conflict (Shmueli et al., 2006). A particularly relevant category of conflicting frames is represented by *characterization frames*, which refer to how players view their own behaviour and that of others (Shmueli, 2008). From this perspective, reconstructing and analyzing the different parties' conflicting frames is crucial to understand the interests at issue within controversies.

In this respect, an argumentation-based approach can help to reconstruct the reasons underlying such conflicting frames. Drawing on previous contributions about framing and argumentation (van Eemeren, 2010; Greco Morasso, 2012), this paper aims at identifying which conflicting characterization frames are present in the controversy, together with their underlying argumentative premises.

To this end, this paper is based on an empirical corpus composed of texts issued by the different parties involved in the controversy, which include social media posts by activists, sustainability reports by fashion brands and official documents by public institutions. After retrieving the characterization frames that each group of players attributes to others using a method based on Shmueli (2008) and elaborated by the author, I identify the conflicting *characterization frames* present in the controversy and I reconstruct their underlying argumentative premises.

At the theoretical level, this contribution brings forward the reflection on the relationship between the discursive interpretation of frames and implicit premises in argumentation, as well as advancing the development of a framework for the analysis of complex controversies related to sustainability.

**Keywords:** fashion sustainability, conflicting frames, argumentation

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## **GREEN BURIALS, COMPOSTING, AND ISSUE FRAMING**

Interest in sustainable living has increased globally, and along with it, more attention to the end, including green burials. Recently, several innovative processing methods have been developed to allow human bodies to be composted in ways that are controlled, efficient, and protective of public health. In the US, nearly a dozen states are now allowing the practice, following advocacy in the past four years, but this is not without controversy. This paper reviews how this contested practice of human composting emerged into the public discourse, and how it has been understood by key stakeholders, including religious organizations, across states and localities. The dynamics of news and opinion will be explored (D'Angelo 2002), including the is shown by the local and 'ground up' character of the issue advocacy (Moran 2007) as well as the 'ick factor' dimensions of topics associated with decomposition (Nahar and Moran 2020). Shifting narratives have underscored how belief systems shape individual perspectives as well as community dialogues and even the agenda-setting precedents of other environmental issues associated with movements toward more sustainable lifestyles (Pralle 2006), for earthly existence - and beyond.

**Keywords:** policy and governance; sustainability; land; religion and belief systems

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## TRANSPARENCY AND THE ENVIRONMENT

### A Contrastive case-study of car-hiring and rail companies

Means of transport and climate change are strongly interrelated to one another. On the one hand, adverse weather conditions such as heatwaves, storm surges, and floods may cause problems in the maintenance and operating of means of transport (Becken and Hay, 2012). On the other hand, the energy used for transportation is one of the main causes of carbon dioxide (CO<sub>2</sub>), which contributes to greenhouse gas (GHG) emission, leading to the increase in average global temperature (Peeters, 2007). Given such scenario, transportation companies are forced to deal with issues of transparency regarding the communication of environmental disasters of which they might be partly responsible while still building trust with their stakeholders.

Drawing on this background, the aim of our research is to explore and compare how rail companies of English-speaking countries and international car-hiring companies communicate issues regarding climate change and environmental disasters in their official documents. By means of a quantitative and qualitative analysis of a pilot corpus including Corporate Social Responsibility (CSR) and Environmental Social Governance (ESG) reports of companies operating in both sectors, we will examine how transparency is conveyed in relation to climate change issues. In particular, the study of lexico-phraseological patterns (Sinclair, 2004) of lexical items linked to environmental issues will highlight new trends in disclosure of reports from both a linguistic and discursive perspective. Moreover, results will shed light on whether – and, if so, how – such linguistic and discursive strategies are intertwined with trust-building strategies (Fuoli and Paradis, 2014) adopted by the companies under examination. The analysis will also attempt at considering possible similarities and differences between national and international companies in their communicative strategies.

**Keywords:** CSR; ESG; climate change; transparency; transport.

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## DISCOURSES OF GREEN BUILDING AND THE POLITICS OF SUSTAINABILITY

Over millennia, the interaction between nature and human beings has framed the philosophical juxtaposition of *natura/φύσις* and *ars/τέχνη* to describe the power of nature and the efforts of human achievement and conceptualise their mutual relationship.

Today, the emergent socio-ecological system perspective (Frank *et al.*, 2017; Biermann, 2020) and the dissemination of artificial intelligence and robotics have resulted in the fact that “distinctions between nature and artifice, wilderness and civilization, become blurred”, while “human-made objects and tools now aspire to be natural – or green” (Constable, 2018). This paradigm shift is apparent in the narratives that pervade popular discourse and reshape our understanding of the natural and built environment. From circular urban metabolism and energy flows to green smart homes, appliances and gadgets, contemporary discourses on city planning, housing and home design reframe age-old organic metaphors to convey new meanings about an ecosystem where agency is distributed among human actors and nonhuman agents (Lovell, 2017; Floridi and Noller, 2022).

With the tools of Critical Discourse Studies, this paper aims to identify and investigate the key discursive trends within the constantly evolving domain of sustainable urban planning and home design. The qualitative analysis is based on an interdisciplinary selection of contributions (policy papers, institutional documents, design statements, building directives) that explain the use of energy-saving technologies and AI tools to enhance outdoor and indoor environments in eco-friendly ways. These explanations can provide valuable guidelines to policymakers – such as through the implementation of tax incentives and criteria of energy performance – and have a positive impact on public opinion. The focus on linguistic and discursive framing aims to increase public awareness of environmental responsibilities and possibilities, critically assessing the rhetoric of sustainability in light of the technological developments of green building.

**Keywords:** artificial intelligence; green building; framing; sustainability; technology.

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## FRAMING SCOTTISH GOVERNMENT'S AND *STOP CLIMATE CHAOS SCOTLAND (SCCS)*'S ENVIRONMENTAL DISCOURSE: 'Sustainable Development' vs. 'Climate Justice'

The last decades have witnessed the raise of various and, most often, opposing beliefs and assumptions on the environmental discourse. Given the increasing debates about the relationships between human beings and physical environment, the analysis of frames that structure the environmental discourse(s) certainly comes to the aid of those who, either individually or collectively, look for a behavioural change. In this regard, the Ecological Discourse Analysis (EDA), which is a central approach in the discipline of ecolinguistics, questions and studies the impact of the stories that support the current discourses on the life-sustaining relationships (Ma and He 2022) not just of humans with other humans, “but also with the larger ecological systems that all life depends on” (Stibbe 2014: 117).

This article adopts the EDA approach to analyse the environmental discourse deployed by the Scottish Government in the strategy plan “A Fairer, Greener Scotland: Programme for Government 2021-22” setting out “the actions we will take in the coming year and beyond” (<<https://www.gov.scot/publications/fairer-greener-scotland-programme-government-2021-22/>>), and to compare it with the environmental discourse constructed by the Stop Climate Chaos Scotland (SCCS), which is as a coalition of over 60 civil society organisations in Scotland campaigning on climate change, in its policy paper “Delivering climate justice at COP26 in Glasgow” (<<https://www.stopclimatechaos.scot/wp-content/uploads/2021/07/Delivering-climate-justice-at-COP26.pdf>>).

The aim of the research is to reveal the discursive process of conceptualising ‘environmental sustainability’ respectively made by the Scottish Government and the SCCS coalition. In particular, the investigation will show how the lexical and phraseological interactions construct environmental discourse(s) that develops around the idea of ‘sustainable development’ which combines ‘economic growth’ with ‘environmental protection’ (Halliday 2001; Baker 2005) in the case of the Scottish Government; whereas it is based on the assumption that the ‘ecological destruction’ derives from ‘social hierarchies’ and ‘climate injustice’ in the case of the SCCS coalition (Bookchin 2005).

**Keywords:** ecolinguistics, discourse analysis, frames, environmental sustainability, behavioural change

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## **A SITUATION IN WHICH URGENT ACTION IS REQUIRED (Re)framing the ‘climate emergency’ in Oxford online English dictionaries**

Climate change is the most crucial existential problem of our age, social changes are necessary to reduce or halt it, and raising public awareness is key to support urgent action. Changing climate does change everything, including language: new words or new senses of old words are continuously created to articulate information and ideas concerning the pressing relevance of the environmental crisis and to reflect its cultural significance, which dictionaries, as a mirror of society, cannot but record.

The escalation in the use of the language of climate change and environmental sustainability was clearly encapsulated in the Oxford “Word of the Year 2019”, namely the phrase “climate emergency”, following a hundred-fold increase in usage, souring from “relative obscurity” to “one of the most prominent – and prominently debated – terms of 2019” (Oxford Languages, 2019, online). Defined as “a situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage resulting from it”, the significance of ‘climate emergency’ clearly indicated “a growing shift in people’s language choice in 2019” aimed “to *reframe* discussion of ‘the defining issue of our time’ with a new gravity and greater immediacy” (Oxford Languages 2019, online, emphasis added). Particularly important in this sense was the role played by some news organizations, including the British newspaper The Guardian (Carrington, 2019), which deliberately changed their “editorial policy to use more strongly worded vocabulary to communicate a sense of urgency” (Ions and Wild, 2021, online).

Against this background, from the perspective of Ecolexicography (Albuquerque, 2019; Liu, Lyu and Zheng, 2021), this paper presents the preliminary findings of an ongoing research on the treatment of vocabulary related to climate change and environmental sustainability in online English lexicography. In particular, this pilot descriptive study investigates the treatment of the language of the ‘climate emergency’ in three Oxford online English dictionaries, namely the Oxford English Dictionary, the Oxford Advanced Learner’s Dictionary and the ‘powered by Oxford Languages’ Google’s English dictionary, in order to examine whether and how dictionary discourse reflects and (re)frames heightened public awareness for their respective target users.

**Keywords:** climate change; environmental sustainability; English lexicography; ecolexicography; Oxford online dictionaries.

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## FRAMING “CHANGE” IN THE DISCOURSE OF ENVIRONMENTAL NGOS IN THE SPANISH-SPEAKING WORLD Voices from Spain and Latin America

Climate change discourse has shown a great degree of variation associated with the conflicting identities and interests of the stakeholders and social actors involved in communicating and framing this complex phenomenon (e.g., Cap, 2017; Norton & Hulme, 2019; Pontrandolfo and Piccioni, 2022). The North-South divide provides one important axis of variation as it epitomises the conflict between: the interests of the heavily polluting industrialised capitalist societies of the North, and the calls for social justice by developing and underdeveloped societies of the Global South, who are generally ill-equipped to face the catastrophic consequences of a changing climate and (justifiably) reluctant to give up the prospect of economic growth and social progress.

This paper aims to compare the framing of the notion of “cambio” (“change”) in the discourses of Spanish and Latin-American environmental NGOs with a view to exploring how societies across the North/South divide conceptualise both the problem being discussed (e.g., changes in climatic patterns and biodiversity) and their possible solutions (e.g., from changes in individual habits to the adoption of new, more sustainable economic and social models). It combines methods developed within corpus-assisted discourse studies (CADS; Baker, 2006) with thematic role and framing analysis (Entman, 1993). The corpus-driven comparison will contrast the use of change and motion verbs and their collocates in two subsections of the ECO-corpus, a 1.5 million token corpus of discourse on climate change in Spanish covering the discourses produced by different stakeholders (institutions, NGOs, business, media and young people’s collectives) in Spain and seven Latin-American countries (Argentina, Chile, Colombia, Dominican Republic, Guatemala, and Mexico).

Preliminary results suggest that Spanish NGOs frame ‘change’ as an economic phenomenon brought about by humans, while in Latin-American NGOs discourse ‘change’ is depicted as an identity-threatening process affecting humans and Nature equally.

**Keywords:** climate change; framing analysis; corpus linguistics; Spanish language; NGOs discourse.

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## NATURAL IMAGINARIES: FRAMING IN SICILIAN TOURISM PHOTOGRAPHY

Under modern living conditions, our relationship with nature has changed dramatically: instead of earning their bread ‘by the sweat of (their) brows’ (Genesis 3: 19), most first-worlders have little real contact with the more-than-human world. In modern cities nature is only noticed when extreme weather events, such as those provoked by climate change, force their way into global mass media. There is, however, another context where nature occupies a key role: the tourism industry, where it becomes ‘commodified’ in the glossy photography of travel offers.

As Thurlow and Jaworski (2011, p. 22) say, tourism is semiotic in nature, ‘simultaneously a mediatized and a mediated activity’. It is a cliché that the camera cannot lie, and hence must simply show ‘what is there’, yet this description ignores the realities of framing (Entman, 1993), which produces both intended and casual effects on viewers. This paper takes a critical, frame-based approach to tourism photography for the island of Sicily. It assumes that such representations critically affect our understandings of the place/s in question. Moreover, since nature is a key component of tourism photography of all kinds, they help constitute a sort of ‘imaginary’ for Sicily in which the natural environment is a significant element.

A corpus of 145 Sicilian tourism photos has been assembled from the web and the images are checked against a list of tourism attractors (Kušen, 2002). Analysis is carried out from the point of view of critical framing studies and a pragma-multimodal perspective (Kress and Van Leeuwen, 2020). Results of analysis suggest that these photographs present a stylised and predictable version of ‘nature’, and suppress a range of human and non-human phenomena (Stibbe, 2012), leading to the creation of a sterile, though highly profitable, natural imaginary.

**Keywords:** imaginary; nature; framing; representation; tourism.

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## “A STEP FORWARD IN THE FIGHT AGAINST GLOBAL WARMING” Frames and narratives in Big Oil’s sustainability reports

Global oil majors, collectively known as ‘Big Oil’, are primarily involved in, and generally blamed for climate change. Recently, they have voluntarily started publishing yearly sustainability reports, which present their eco-friendly activities to their shareholders and the public. As such, they can serve for genuinely promoting the company’s green policies but also for greenwashing and propaganda.

This paper applies corpus linguistics tools and methods to explore how sustainability is framed in the reports published by six oil majors (BP, Chevron, Eni, ExxonMobil, Shell, and TotalEnergies) between 2017-2022. This involved the collection of 33 reports, which constitute a monolingual English corpus of slightly over 1 million tokens divided into 12 subcorpora, i.e. six considering the report’s producer and six considering the publication year. The corpus was compiled and analysed by using SketchEngine. As in Toury and Koteyko (2014), the analysis considered keywords and collocations as evidence of the communicator’s unconscious and culturally oriented convictions. Thus, the key terms and n-grams referring to sustainability-related notions were selected amongst the first 50 proposed by SketchEngine and their distribution was observed both within the whole corpus and across the subcorpora. They were grouped into five semantic sets – i.e. (a) non-eco-friendly energy products and equipment, (b) eco-friendly energy products and equipment, (c) eco-friendly practices, (d) objectives, (e) social issues – and their main collocates were analysed to identify how they are framed by all or specific companies.

The analysis showed that keywords tend to be shared by all companies but are unevenly distributed across the subcorpora, which suggests that oil majors opt for different strategies. Three main narratives emerged – i.e. those of ‘journey’, ‘war’, and ‘change’, – which all contribute to distance them from polluting practices, while reaffirming the need for the global economy to rely on oil and gas in the next future (cf. Doyle, 2011; Supran and Oreskes, 2021).

**Keywords:** frames, narrative, sustainability, Big Oil, corpus linguistics.

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## **THE REMAINS OF THE WILD LAND: A diachronic corpus-assisted ecolinguistic analysis of English newspapers (1993-2021)**

According to Aldo Leopold, wilderness is the raw material in which man has carved the work called civilization (Leopold 1949). By extension it can be added that wilderness exists regardless of man: there one feels alone, isolated, empty. But it is also an emblem of unconditional freedom, both physical and psychological, not feasible in civil life, oppressed by restrictions and limitations. When the term wilderness was coined it referred to the primeval, Edenic forests of central-northern Europe. In 1395, in John Wycliffe's translation of the Bible into Middle English, wilderness was where God spoke to prophets, confirming the sacredness of such areas. But the meaning of the term is ambivalent and complex. The wilderness condition brings the individual back to a pre-human and dangerous condition, which lowers him to a primitive stage. In this sense the wilderness must be fought, destroyed and subdued. The controversy, albeit legitimate in the first phase, on what wilderness is and what is not, now seems sterile. The original, inviolate nature no longer exists: man has arrived everywhere. We have to deal with "what remains" (Leopold 1949, 188).

The presentation intends to diachronically analyze The English language newspapers corpus (SiBol) available on Sketch Engine, investigating three keywords: wilderness, wildness and wildlife. (SiBol) is an English corpus made up of articles collected from various English language newspapers of the years 1993-2021. It contains around 850 million words in 2 million articles from 18 newspapers. The initial version of the corpus, containing UK broadsheets, was created in 2011 and was extended in 2017 and 2021 to include newspapers from other countries including India, USA, Hong Kong, Nigeria and the Arab world, as well as UK tabloids. The study will present a corpus-assisted ecolinguistic analysis of the evolving discursive representations of the three keywords with the aim of verifying how the concept is varying in particular in the most recent years with respect to its original meaning and what effects this change may have in terms of new stories (Stibbe 2015) and discourse (Stibbe 2021) about the environment and the preservation and protection of what remains of the wild land.

**Keywords:** corpus-assisted, discourse, ecolinguistics, wilderness, wildness

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## FRAMING EUROPEAN YOUTH CLIMATE MOVEMENTS ON INSTAGRAM

### A Comparative case study of main youth climate movements in Belgium, France, and Italy

Climate change is a widely debated issue in the 21st century and thanks to the use of social media platforms, the ongoing wave of protest action has engaged many young environmental activists who have contributed to make this issue a global one (Boulianne, 2022). As a result of Greta Thunberg's protests in 2018, a great deal of new research in social sciences has been carried out in the wake of the European youth climate activist movement (Belotti et al., 2022; de Moor et al., 2021).

Many scholars investigated youth climate movements through Instagram posts in Linguistics and Communication research. However, most studies have mainly focused on hashtag-based data (Herrmann et al., 2022) or on accounts of single activists, such as Greta Thunberg (Molder et al., 2021). This work complements previous research by addressing youth climate movements' communication in three European countries. Specifically, we compare how the content of messages posted on Instagram from 2020 to 2022 by the Italian Fridays For Future, and Youth for Climate in France and Belgium, is framed, and also analyze the reactions to these messages. Moreover, the use of Instagram by youth climate movements in the three countries is also discussed.

From the methodological point of view, this research presents the results obtained through a multimodal framing analysis to detect the thematic frames based on differences and similarities of youth activist groups in three countries. In addition, climate-related terms and collocations are analyzed by corpus linguistic techniques with the use of Sketch Engine. Finally, the polarity of comments in response to their messages are investigated by an automated sentiment analysis. The present mixed approach will contribute to better understand these European movements and their audiences. Due to cultural and societal differences, the results in France and Belgium are expected to differ from those in Italy.

**Keywords:** youth climate movement; Instagram; thematic frames; sentiment analysis.

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## BIOLOGICAL V. ARTIFICIAL ENVIRONMENT

### Framing the ‘Cloud’ via a tracing technique across time and space

Social and new media are increasingly relying on a new parlance, that is, a manner of speaking which is ‘natural’ to these synthetic environments. Among some of the recent coinages there are words such as ‘astroturfing’, ‘natural search results’, ‘server farms’, and the ‘cloud storage’ or simply ‘the cloud’, all entertaining a strong if complex relation with nature and/or the biological environment. In what can be regarded as an attempt to investigate the connection between our natural, cultural and artificial digital environment, author J.R. Carpenter created an electronic literary piece, *The Gathering Cloud*, (2016) a “hybrid print and web-based work” that “aims to address the environmental impact of so-called ‘cloud’ storage by calling attention to the materiality of the clouds in the sky” (Berens et al., 2022).

Such boundary object, connecting art and research, linguistic and extralinguistic, human digital behaviour and excerpts from Luke Howard's *Essay on the Modifications of Clouds* (1803), presents itself as a socio-pragmatic environment that requires an ecologic perspective able to recognise “le rôle des agents non humains dans les productions langagières” (Paveau, 2017, p. 11).

This paper intends to examine the making of the author literal and figurative framings and discuss the new “complex inventory”, to quote Sapir (1912/2001, p. 14), that seems to emerge as Carpenter’s plays on (im)materiality and shapes her artistic dispositif via a tracing *technique* that aims to collapse a given for granted communication framing and offer a possible account of a “fractured paradigm” (Entman, 1993, p. 51) by outlining patterns, discovering trails, seeking the origin or development of organic and non-organic clouds. Eventually questioning the current framing of nature discourse.

**Keywords:** electronic literature; figurative framing; conceptual metaphor; nature writing; nature discourse.

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## **DIALOGISM TO FRAME THE ENVIRONMENT: Doxa, interdiscourse, and dialogic inversion**

The notion of dialogism has been widely explored and discussed, in both discourse studies and argumentation proper. When argumentation develops in the context of a contraposition between two different viewpoints, the constitutive role of dialogism is self-evident, but it is also important as part of the strategies functional to the positioning of an opinion in a context. In particular, intediscursive dialogism (Bres and Nowakowska, 2006) is crucial in shaping the position of the arguer, negotiating its boundaries in relation to a (real or supposed) counter-arguer. Interdiscourse rests on opinions, values and beliefs shared by a group, which represent the doxa of its members, and a doxa is determined in contrast with alternative positions – an aspect which is given special prominence in the discourse of the environment.

Hinging on the concept of dialogic inversion put forth by Antelmi (2013, 2018), the presentation aims to show how marked contrapositions in the interpretation of environmental issues often make it impossible to single out objects of agreement to construct a common ground, which is the preliminary starting point of any argumentative confrontation (Perelman and Olbrechts-Tyteca, 1958). This leads to a polemic approach, which entails the re-interpretation of buzzwords (Rist 2010) typical of the adversary, which are translated into one's own discourse with a negative connotation and axiological evaluation. Examples span from key words belonging to the core lexicon of environmental issues to more occasionally coined expressions occurring in different contexts and genres.

**Keywords:** dialogism; dialogic inversion; doxa.

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## UNDERSTANDING ENVIRONMENTAL SUSTAINABILITY THROUGH METAPHORS: Universal or culturally specific conceptual framework?

This paper investigates how the concept of environmental sustainability is framed through metaphors in different languages. Metaphors help us to comprehend abstract ideas through comparison to more tangible objects or activities (Lakoff & Johnson, 1980). The origin of metaphors within a certain culture and language can be viewed as a circular process. While cultural variables influence the conceptual frameworks that give rise to a metaphor, the frequent use of the same metaphor in many contexts progressively affects how individuals perceive reality. A metaphor perspective can therefore reveal whether sustainability is conceptualized in the same way across different languages and cultures. The question that guides this study is: do sustainability metaphors in different languages provide evidence of a universal conceptualization of sustainability?

Sustainability metaphors were investigated in two comparable corpora comprising texts from the Internet – respectively - in English and Italian and available on SketchEngine (Kilgariff et al., 2014): the Italian Web 2020 corpus and the English Web 2021 corpus. The Metaphorical Pattern Analysis (MPA) method (Stefanowitsch, 2007) was used to identify the metaphors for the target domain of environmental sustainability in the two corpora. MPA applies a corpus-based approach for the identification of metaphorical patterns. A sample of the concordance lines for the terms *environmental sustainability* and *sostenibilità ambientale* was extracted and analysed to establish which patterns could be marked as metaphorical based on the principle of semantic tension (Charteris-Black, 2004, p. 21). The conceptual metaphors and the metaphorical mappings were then identified and compared between the two languages.

The findings indicate a shared foundation in the conceptualization of sustainability through specific metaphors, such as SUSTAINABILITY IS AN OBJECT. However, the analysis also unveils variations in the frequency and types of metaphors used. For instance, environmental sustainability is often portrayed metaphorically as a human being in the Italian Web 2020 corpus, whereas the pursuit of environmental sustainability is frequently framed as a battle in the English Web 2021 corpus.

**Keywords:** conceptual metaphors; conceptualization of environmental sustainability; universal framework; Metaphorical Pattern Analysis; corpus linguistics.

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## CLIMATE KIDS

### Framing nature and climate change on websites for children

Nature is a prominent theme in popularization for children. In particular, scientific information books and educational websites have been increasingly addressing nature and environmental issues over the past few years. This global tendency started in 2018, riding the wave of Greta Thunberg's success and the Friday for Future movement. Non-fiction publishing market and informal educational websites for young people have become important tools to promote ecoliteracy, defined as the understanding of the complexity of our planet and the human awareness of the importance of our individual actions (Ramos and Ramos, 2011, p. 325; Kahn, 2008).

Within this context, this paper aims at examining how nature and environmental issues are framed (Sharachchandra *et al.*, 2018) in a small corpus of educational websites. The analysis will include both visual and verbal strategies, also tackling the role of the different types of explanation (Calsamiglia and van Dijk, 2004) in boosting youth-led and youth-centered activism (Neas *et al.*, 2022).

**Keywords:** nature; popularization for children; ecoliteracy; popularizing strategies; multimodality.

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## BIOCULTURAL AFFINITIES

### Cultural conceptualizations of human-environmental connections in the Sonoran desert

Why do stories matter? More than just figments of the mind, stories are not simply things people *tell*, but are things people *live* (Polletta et al., 2011). Global ecological degradation, for example, has been fueled by culturally Western stories that promote destructive relations between a dualistic “human” and “nature” (Chawla, 1991). In contrast, indigenous narratives have been endorsed as examples of ecologically protective stories that can guide humanity toward harmonious relationships with the more-than-human world (Kimmerer, 2013). It is also true, however, that there exist individuals in every culture who possess an affinity toward the more-than-human world, each with their own unique stories that shape their actions toward it.

The present study, therefore, seeks to analyze these stories in/of/with the more-than-human world, both at the individual and cultural level, among environmentally-oriented individuals from both English- and Spanish-speaking cultures in the Sonoran Desert. Specifically, semi-structured interviews were conducted and analyzed to uncover linguistic and thematic patterns within and between participants. Drawing from theories and methods from cultural linguistics, social psychology, and the environmental humanities, this analysis aims to provide listeners with new (and old) ideas of ethical human-nature relating.

**Keywords:** ecolinguistics; positive discourse analysis; cultural linguistics; human-nonhuman relationships; cross-linguistic research.

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## FRAMING SCIENTIFIC RESEARCH IN ECOLOGY: EVOLUTION OF DISCIPLINARY PATTERNS OF METADISCOURSE

Disciplinary academic writing as a form of knowledge construction undergoes continuous change over time reflecting processes both inside and outside of academia. Metadiscourse markers may serve as effective tools of making a paper accepted by the disciplinary community and general public, thus, promoting distribution of knowledge and viewpoints. Metadiscourse markers contribute to building a convincing argument by structuring a text, projecting the author's standpoint, engaging the audience, establishing credibility, etc (Hyland, 2005).

Previous studies have observed significant diachronic changes in patterns of metadiscourse markers both between and within disciplines (Gillaerts&Van de Velde, 2010; Hyland&Jiang, 2018). Drawing on Hyland's framework (Hyland, 2018), this paper examines how academic authors in ecology use metadiscourse markers in the introduction and discussion sections of their research writing and reveals the transformation in the use of metadiscourse markers over long time periods. The research follows the evolution of genre conventions, narrative tradition and language use in ecology and observes the variation of metadiscourse patterns over the past 20 years at three time points – in 2000, 2010 and 2020. To this end, three sub-corpora were compiled (25 papers for each year) of introduction and discussion sections of research articles from the top-ranking disciplinary journals written by native English speakers.

This comparative corpus-based investigation describes the distribution and frequency of interactive and interactional metadiscourse markers and determines specific patterns of metadiscourse marker use in ecology. The identified diachronic transformations allow to hypothesize on the driving forces behind such trends, thus contributing to understanding the evolution of discursive processes and discourse-specific patterns of framing ecological research.

**Keywords:** metadiscourse, metadiscourse marker, pragmatics, research article.

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## IDENTITY STRUGGLES AND ENVIRONMENTAL ACTIVISM IN YOUTH'S SHARED NARRATIVES ON YOUTUBE

YouTube offers to adolescent users an informal environment for civic engagement, where young, non-expert people overcome the participatory and ethical challenges of interaction in social media (Burgess and Green, 2018), and explore the medium affordances to fully participate in social movements as “networked citizens and self-actualized individuals” (Lange, 2014, p. 9). Taking Page’s (2018) approach to shared stories and drawing on the resources of Positive Discourse Analysis (Stibbe, 2018), this paper will investigate patterns of identity construction in the narratives of sustainability of adolescent YouTube vloggers, focusing on the expression of agency, affective positioning and narrative reciprocity. The data come from the lifestyle channels which popularise an eco-friendly lifestyle, and in which ecology intersects with such related topics as well-being, minimalism, animal welfare, etc.

The YouTubers under study and their followers use narratives to co-construct an identity of engaged and self-reflective consumers who encourage respect for nature and oppose the dominant discourses of ecological destruction. At the same time, they struggle against the criticism of political, media and public entities about their lack of experience, shallow clicktivism, and emotionally charged demands (Feldman, 2020). In addition, their identity struggles involve their own insecurity, concern for personal well-being, and the need to reclaim their authenticity and credibility. In the study, youth’s everyday environmental activism emerges through the construction of a “non-ideal” identity of personal responsibility and the collective demands for global change from politicians, lawyers, or larger corporations.

**Keywords:** environmental activism; identity; shared stories; YouTube; youth.

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## **JOURNALISTIC QUALITY AND PUBLIC ENGAGEMENT: HOW CAN NATURE GO VIRAL? A Machine learning approach**

Nature and pressing matters such as climate change and energy transition have dominated a big part of the public discourse in the 21<sup>st</sup> century however few issues have been more vaguely and disinformatively illustrated than environmental issues. Disputes in international fora and scandals such as ‘climategate’ have drawn attention not only to its political and scientific agendas but also to the role of social media in steering public perception. The very alteration of the concept from the ‘alarming’ term *global warming* to the more subtle *climate change* (Luntz 2002) is an indication of an intended construction of two different realities for informational purposes and for influencing public response.

This work presents the results of the project “IQ Journalism”, an intelligent agent/advisor that automatically predicts the quality of journalistic articles as well as their engaging attributes by delineating the textual features that may evoke better audience engagement regarding environmental news stories thus making them not only *newsworthy* but also *shareworthy* (Trilling et al. 2017). For that purpose, we generated specific textual features, such as emotionality, readability, sensual words, sentiment etc. from a corpus of Greek articles spanning from 2016 to 2022 and opted to correlate them with (1) engagement metrics (Kim et al. 2021) retrieved from their corresponding Facebook posts and (2) quality characteristics such as core journalistic principles (Kovach and Rosenstiel 2014) and best practices (Harcup 2015). To better interpret the output, we employed explainable machine learning algorithms. In conclusion, this work demonstrates how the textual characteristics of a journalistic item can solely predict its Shares, Likes, and Comments on Facebook thus affording the assessment of its dynamic in the proliferation of environmental issues and raising awareness. By harnessing the capabilities of Artificial Intelligence methodologies, the proposed advisor may even provide journalists and editors with real-time suggestions to enhance audience engagement and improve the quality of environmental news thus promoting an informed, engaging and scientifically accurate public dialogue.

**Keywords:** climate change; engagement; machine learning; artificial intelligence.

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## EVALUATION AND ENGAGEMENT IN CLIMATE AND ENVIRONMENTAL CHANGE COMMENTARIES

Climate change has become the most daunting environmental concern facing the planet today. Impacts are directly or indirectly spilling over into natural, social, economic, financial, legal, and health systems, causing losses and damages, and generating reactions in behaviour, policy, and regulatory interventions across the world. While different stakeholders can play a part in this process, including activists, and policymakers, discussions on climate-related and environmental consequences are now being increasingly populated by those with technical expertise and academic credentials. This tendency can be seen by think-tank academics and researchers publishing online commentaries as a communicative, purpose-driven genre for raising awareness and furthering understanding of climate/environmental change, providing useful insights into how they construe an evaluative stance for their own or others in relation to the issues discussed in the public-facing genre.

Under the SFL framework of the Appraisal System suggested in Martin (2000), Martin and Rose (2003), Martin and White (2005), and White (2022), this paper conducts a qualitative and quantitative corpus-based discourse analysis of climate and environmental change online commentaries to investigate the Engagement meaning-making resources by which writers/commenters express a stance in relation to both the value positions referenced by the text and to other voices/positions with whom they engage dialogistically within the process of evaluation. While the theoretical construct of Engagement is the mainstay of this study, the paper also elaborates on specific evaluative resources by reference to modes of persuasive discourse and argumentation techniques that are largely missing from Engagement-driven discourse studies of the opened-spaced genre. Preliminary findings of these evaluative and interpersonal resources in the genre-samples (texts) show that commenters understand the values of their (inter-)subjective positionings in broadly similar but also different ways, allowing for the various communicative and rhetorical strategies to construct a discourse-semantics framework of preferences and patternings operating in the dialogistic, heteroglossic nature of texts.

**Keywords:** discourse analysis, appraisal system, climate change, environment

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## FRAMING LONGEVITY AND ENVIRONMENTAL SUSTAINABILITY: A Corpus-based analysis of British news media

Although the extension of human lifespan is considered both a remarkable scientific accomplishment and an indicator of improved living conditions, it also poses new questions for society to address. Notably, public discourse on the increase in longevity and resulting ageing populations has been rather ambivalent, presenting both challenges and opportunities of this demographic transformation. In this context, sustainability, referring to the ability to meet the present and future needs of older adults while preserving resources for future generations, is among the most discussed issues, as shown by existing literature (Charise, 2012; Faber, 2015). However, across diverse disciplinary domains, including media discourse (Tommaso, 2023), much of this attention has been directed towards economic and health care issues which are portrayed with implications resembling those associated with climate change and other human-caused or natural disasters. Comparatively, little attention has been given to the environmental impact of an ageing society.

The present study aims to further explore the interrelations and potential conflicts between the concepts of longevity and sustainability as represented in the UK press, with a particular emphasis on how the environment is portrayed in this context. This analysis involves a detailed examination of the framing strategies, semantic associations, and the interplay between these concepts within the available dataset. To achieve this objective, a comprehensive and representative corpus of newspaper articles published between 2013 and 2023 has been compiled and examined by adopting a combination of both corpus and discourse methods (Baker, 2023; Partington *et al.*, 2013). By critically analysing the language employed in media coverage, this study seeks to contribute to a deeper understanding of how longevity and environmental sustainability are construed.

This study is built upon the premise that research on media content allows, on the one hand, to highlight the information characteristics and discursive patterns that can influence the acquisition of knowledge, opinions and attitudes on a range of subjects, on the other hand, provide indications on how these topics are handled from the point of view of journalistic work and its editorial criteria and values. This, in turn, can inform collaborative efforts between experts and media outlets, leading to enhanced content that strives to achieve a more comprehensive understanding of issues that hold social and ethical significance.

**Keywords:** longevity; sustainability; media; corpus linguistics; discourse studies.

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## **FROM FOREIGN AGENTS TO WAR ON UKRAINE Framing of environmental activism in Russia**

There is a wealth of research dedicated to understanding how activists and stakeholders frame environmental issues like pollution or man-made disasters (Stone 2017; Ladd 2011; Yang, et al 2018; Villarrubia-Gómez et al 2022). The theoretical contribution of this work lies in its examination of the framing of environmental activism by state agencies during times of repression and war, and the responses from environmental NGOs and activists to these frames. By filling in the gap in research in this area, the paper offers insights into the role of framing in shaping public discourse and policy decisions around environmental issues and sheds light on the potential impact of state repression on environmental activism.

Discourse analysis and semi-structured interviews were used in this study. Since 2012, 34 environmental NGOs listed as foreign agents have been portrayed by the state as working for foreign countries. They were accused of destroying the country's economy and endangering its nuclear shield. In response, these NGOs reframed themselves as transborder "agents for nature"(Tysiachniouk et al 2018). In 2023, environmental NGOs, including Greenpeace and Bellona, became listed as "Undesirable organizations" and were framed as jeopardizing national security and betraying the country.

Meanwhile, the alternative environmental movement, Ecosystem, which is funded and organized by the state, is framed as "sovereign environmentalism" serving national interests and protecting the environment. Since the invasion of Ukraine, environmental activists have also engaged in anti-war movements and have been labeled as extremists. The severity of framing environmental activists by the state has increased from 2012 to 2023. Some frames were constructed through new repressive laws, while others were shaped through interactions between state agencies and environmental activists. The findings also highlight how frames can be constructed and manipulated to serve political interests and the implications of such framing for civil society and democratic participation. Overall, the paper offers a nuanced understanding of the complex dynamics between environmental activism, state repression, and framing, and contributes to the broader literature on framing and social movements.

**Keywords:** framing environmental activism, repressions during the autocratic regime, the law on foreign agents, law on undesirable organizations, Russia

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## NATURE, COMMUNITY, AND THE FRAMING OF DEATH Ecological discourse and human reconnection in Laura Wade's Colder Than Here

In a recent article, Michael Lachman argued that: “theatres provide spaces and venues for magnified representations of what society faces as a challenge or risk” (Lachman, 2021). Understanding the interaction between people and the environment, and how ecology “consists of the relationships of humans with other humans, other organisms, and the physical environment” (Stibbe, 2014, p. 110) is one of the issues facing contemporary society. In recent dramatic works, the reflection on sustainability and ecological preservation as a crucial necessity in contemporary society has taken center stage. A case in point is Laura Wade’s *Colder Than Here* (2005), in which the protagonist, Myra, who is diagnosed with terminal cancer, opts for a green burial, causing incredulity in her family members. In the play, the destruction of the environment is necessarily reflected in the crisis of human relations: discussing human disconnection from the environment necessitates examining the disruption of family and community ties: “the living are dying, families are failing, and crises are met by awkward dialogue” (Haughton, 2018, p. 20).

Wade’s play is preoccupied with two fundamental issues: first, it challenges the dominant framing of death, which aims at separating oneself from the physical/natural process of dying. This natural process is replaced by death management practices in which nature and physicality are denied (Mac Murray & Futrell, 2019). Second, Myra’s eco-friendly choice is presented by Wade as the sole means by which family bonds can be revived: in reality, it is only through a reconnection with the environment and nature that human relationships can thrive and become meaningful. Drawing on Discourse Analysis and stylistics, this paper seeks to demonstrate how discourse on sustainability in drama can open up new avenues for investigating human existence and relationships, challenging dominant frames of death and end-of-life decisions.

**Keywords:** Ecolinguistics; Ecostylistics of Drama; Discourse Analysis; Eco-burial; nature.

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## ENVIROCHIC: SUSTAINABILITY AND CARE FOR HIGH SCHOOL FASHION

In the United States, local high schools have a closet with donated clothes for students who show up with dirty, ruined, or poorly fitting clothes. The students who wear/use those clothes are mostly from low socioeconomic backgrounds, often from black/brown/indigenous/immigrant communities. At times the clothes go to girls or others who are “under” dressed, deemed too provocative. The pile of clothes is seldom exciting, rather a last resort for students who wear them begrudgingly.

As a team of college and high school faculty and students in Winston-Salem, North Carolina, we have been working on “Envirochic,” an Environmental Boutique planned, developed, and implemented by high school students, to learn and practice arguments about sustainability and style. All students shop in environmentally conscious ways, taking items that they need and paying with donated clothes, eco-currency or with time/efforts toward the boutique.

Envirochic encourages a focus on the life span of clothes (how to take care of them, from washing to fixing them) and on *caring/daring* fashion, sustainability, thrifting, circular modes of style. Envirochic also invites students to share their passions, unique sense of self through unique pieces from their cultures.

Working with one local high school, the Envirochic model combines environmental theory with identity studies that center youth and the ways they build confidence and self-esteem based on who they are (race, gender, sexuality, religion, culture/nationality/origin, religion).

We focus on arguments for sustainability and environmental justice, including details about the lifespan of clothes, from production chain, fabric, labor practices, location/transportation, and local impact/footprint on the communities where clothes are made, and the selection, care, maintenance, and upkeep of items of clothing.

The authors-team members present the initial process of planning and opening the first Envirochic, including a template called Casa Closet in Venice, Italy. We also share plans to develop a clothes exchange model between US and Italian high schools, connecting youth with their peers, as they literally walk in each other's (used) shoes and clothes.

**Keywords:** Fashion; Sustainability; Style; Identity, Cultural Exchange.

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## **CORPORATE ENVIRONMENTAL RESPONSIBILITY**

### **The Framing of Sustainability Issues in Letters to Shareholders**

Letters to shareholders are an important part of the annual reports of listed companies. The contents of these letters are not regulated, so companies use it as a means of relatively free communication with investors. Letters often serve to create the company's image by interpreting the hard data presented in the financial statements and allow for sharing the corporate viewpoint on socially relevant matters.

The objective of this study is to show how communicating environmental issues evolved over time in the letters to shareholders. The study is conducted in the framework of corpus methodology and uses genre-based comparable-parallel corpus (Biel, 2016) spanning ten years. The study includes an analysis of British and American companies (ten each), since they operate in two of the oldest and most developed capital markets in the world, and ten companies from a relatively younger Polish market. Such a sample allows for an intralingual cultural comparison, as English used in international business and financial contexts is not free from variation and cultural markedness (Garzone, 2007), as well as for interlingual analysis of Polish originals and their English translations.

Preliminary results show that the communication of environmental issues generally intensified in time in the subcorpora, partly due to regulatory obligations, but also in view of investor expectations. However, a variation may be observed in the level of priority devoted to environmental sustainability issues, depending on the sector and corporate culture.

The study is part of a broader research into the impact of companies' financial performance on communication strategies in letters to shareholders.

**Keywords:** Corporate Environmental Responsibility, letter to shareholders, corpus, the language of finance

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## SCREENING PRECARIOUS NATURES

Film and media studies know “the human” as an operative, precarious term. Delineating, questioning and blurring the boundaries between nature and culture has been a core area of cinematography and has been used in practice since early film history. The turning point that the new visual mass culture represented, according to Béla Balázs, was not only due to the fact that the „visible human“ appeared for the first time as a fragmented whole in moving images and different shot sizes. At the same time, the world around him/her also came to the fore and what had previously been functionalized and objectified as the “world of things” and the “world of nature” could now emerge as an actor.

My panel proposal deals with the medial "presentability" and "narratability" of the Anthropocene. What multi-sensory moving images give us information about the socio-economic and ecological reality of climate change and investigate causal relationships, such as the extraction and burning of fossil fuels? Above all: can significant formal-aesthetic decisions be determined and systematized? In doing so, I understand the „human“ of this age as an operative and precarious concept and the Anthropocene not as a total context that could be completely grasped and pictured from an external location. Instead, we are dealing with multiple precarious nature-culture relations.

Documentary films like *Earth* (Nikolaus Geyrhalter, 2019) and *Leviathan* (Lucien Castaing-Taylor, Véréna Paravel, 2012) can be understood as completely different attempts at cinematic field research; aiming to make conceivable the problems of temporal and spatial scaling between the human and the natural world.

**Keywords:** anthropocene; environmental humanities; film theory; film aesthetics

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## RIGHTS OF NATURE AND INDIGENOUS SPIRITUALITY

This research paper analyses the Indigenous spirituality component of the Rights of Nature law. In 2008, Ecuador became the first (and still the only) country in the world to bestow nature rights in its Constitution. At the tipping point of the climate change, many countries have passed or consider passing various legislation to give nature rights (Putzer, 2022). This body of legislation can be called the Rights of Nature (RoN) law. Based on its promise, if used effectively, RoN law may become one of the prominent tools that assist in transforming the current anthropocentric legal order(s) to an eco-centric one. While much is written on the RoN law, few have focused on its Indigenous spirituality component. Given many prominent RoN law are driven by Indigenous communities (O'Donnell et al, 2020), it is timely to open this discussion. This paper investigates how the Indigenous spirituality component may have an impact on the RoN law at issue and the legal system as a whole. To achieve this aim, this paper adopts interdisciplinary methodology crossing law, philosophy, and argumentation theory. The concepts of 'defeasibility' and 'balancing' in legal reasoning will be used to guide the analysis. At the heart of the discussion, it investigates whether a legal concept with spiritual connotations can function as it is intended (with its spiritual connotations) while embedded in an anthropocentric modern legal system. One of the latest RoN cases in Ecuador—Los Cedros Forest Case (2021) will be used as a case study.

**Keywords:** Rights of Nature, Indigenous, spirituality, legal reasoning, legal balancing, defeasibility.

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## **THE EU CLIMATE ACTION AND THE YOUNG: (Re)framing Sustainable Discourses to Develop Eco-friendly Consciousness**

Over the past years, it has become more and more important for international organisations such as the European Union (EU) to bridge the knowledge gap between experts and laypeople in order to enhance democracy in Europe, allowing citizens to participate in the decision-making process. By using different media, in particular websites, the EU has been generating a variety of informative materials in a form that can be easily understood by non-expert citizens, particularly the young generations, to foster a multidirectional dialogue on sensitive issues such as the promotion of a sustainable environment framework.

Following the tradition of Multimodal Discourse Analysis (Jewitt, 2014; Kress and van Leeuwen, 2021) and research on Ecolinguistics (Fill and Muhlhausler, 2001; Fill and Penz, 2017; Stibbe, 2021), this study aims to analyse the EU webpage *Environment, climate and energy*, focusing on a sample of informative and didactic resources aimed at explaining the institution's environmental policies to younger generations.

The focus of this paper is mainly two-fold. First of all, the analysis will try to detect the main multimodal discursive strategies employed by the EU, which frame the institutional discourse on environmental protection to the young in order to develop eco-friendly consciousness. Based on an empirical study conducted in a class of undergraduate students (from September to December 2021), the second phase of the research will take into account the pedagogical implications of the collected data and verify to what extent the EU adopts effective communicative strategies to promote sustainability and sensitise young citizens to it.

**Keywords:** (re)framing sustainable discourses, ecolinguistics, multimodal discourse analysis, the EU climate action.

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## FRAMING NATURE AND ENVIRONMENT IN THE CREATIVE INDUSTRIES ON CLIMATE REFUGEES

The planetary boundary crossing through which human activities endanger life-support systems on Earth is related to the way we as a species represent these systems as well as ourselves in relation to them (Stibbe, 2015). One consequence of the ecological crisis – especially the climate crisis – is the displacement of people: although migration is generally determined by various circumstances, it can be said that climate change is increasingly contributing to people’s displacement (Ionesco, 2019).

This research focuses on the issue of climate refugees – people around the world displaced by climate-related environmental phenomena – with the aim of examining frames of nature and the environment in discourses on climate-related migration. Particular attention will be paid to the testimonies of those affected in order to examine the underlying assumptions that emerge in these contexts about people and their positioning in ecosystems that no longer seem to support them. More specifically, frames define problems, diagnose causes, make moral judgements and suggest remedies. In Entman’s words (1993, p. 92), “frames highlight some bits of information about an item that is the subject of a communication, thereby elevating them in salience.”

A combination of discourse-based (Halliday, 1985) and multimodal approaches (Kress and van Leeuwen, 2006) within a contrastive perspective will be applied to explore a comparable corpus of documentaries and news videos in English and Italian reporting on climate-related displacement in different regions of the world. The analysis will focus on framing in each product, in particular on migrants’ or prospective migrants’ testimonies: how they define their situation and its cause(s), the evaluation(s) they provide and the response(s) they envision and/or pursue, in relation to nature. Preliminary results show a tendency to frame nature as an enemy (i.e. *nature is at war with us*) and people as victims who resort to migration as an adaptation strategy, in a context where events are represented as going beyond rational comprehension.

**Keywords:** climate; displacement; frame.

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# CLAVIER 2023



**FRAMING NATURE: DISCOURSES  
PAST AND PRESENT OF NATURE  
AND THE ENVIRONMENT  
A SUSTAINABILITY PERSPECTIVE**



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