



**RESEARCH PAPER**

**A Comparative Study of Environmental Discourse: An Ecolinguistic Perspective**

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**ABSTRACT**

The study comparatively examines the climate change news headlines of the UK and Pakistan. The study investigates the certain lexical choices and sentence structure of news headlines of both countries; UK and Pakistan. The study analyses the news headlines from two media channels BBC and BOL News. The primary focus of the study is to identify those structures of language used in the reporting in which some beliefs, ideologies and perspectives hold importance and others are treated unimportantly. The purpose of the study is to identify the function of language in climate change news for shaping and framing people's mind in relation to nature and environment. Stibbe's Theory of Ecolinguistics (2015) along with the framework of Fairclough Critical Discourse Analysis (1989/1995) is applied to this study. A purposive sampling technique is used to collect 24 news headlines from both news channels over the period 2022-23. The research follows a qualitative methodology. The findings suggest the role of different narratives like Identity, Evaluation, and Conviction in making common people believe and form ideologies. The choice of words in constructing a complete news headline serve to make language strengthening or weakening for the creation of human-nature bond. The results show contrasting discourse strategies which weakens or strengthens the relationship of man with nature. The future researcher can expand this study by deeply analysing print media and by exploring different countries through different theoretical lenses.

**Keywords:** Climate, Ecolinguistics, Climate Change, Discourse, News Discourse, Media Discourse

**Introduction**

In a technologically advanced world, the change in the living conditions is effectively increasing with the passage of time. Climate condition is also effected by the advancements in the living world. Climate change is seen as a global issue which is threatening humans' survival on the land. Discourse is a special discipline of study of language that links to people's figuring out meaning out of texts and all texts refer to something for some purpose which seems out to be the use of language (Widowson, 2007). Media Discourse has the function of conveying news to the ordinary people and hence it helps people understand climate change. This study follows a comparative analysis of Pakistani and UK Climate Change News discourse, focusing on news headlines from two years 2022 and 2023. Fairclough Critical Discourse Analysis (1989/1995) and Stibbe Theory of Ecolinguistic (2015) is applied as the theoretical foundation of this study. The construction of the social realities by media and the narratives set in the minds of people can be easily analysed by these theories. The ecological well-being and linguistic choices share a link as language has an impact on the environment positively or negatively. Language is created by number of sentences, every sentence has a limited length and it is formed or created by the linking of limited number of sets (Chomsky, 1957).

## The Interconnection between Language and Ecology

Language and Ecology are two inter-connected fields as language is the way of communication and Ecology deals with the relation between environment and living species. The interaction of animals with the biotic and abiotic surroundings is considered in the field of Ecology. According to Craige (2002), Ecology is an area of knowledge which outlines the relations of animals with their biological and non-biological surrounding. Moreover, the nature of their link is compassionate with other animals and plants which engages with them. Ecological Organization consists of different levels starting from Individual and ending on Biosphere.



Figure 1 Visual representation of ecological organization from individual up to biosphere

There are four distinct elements that are involved in comprising the relation between language and environment: (1) language is openly full of meaning; (2) language found its origin in people; (3) Different ideologies come into existence by language; (4) language is created by the world and it tells information about the world; it is interconnected with the surrounding world irrespective of its Organized or Disorganized form (Muhlhausler, 1996).

## The Relationship Between Ecolinguistics and Ecology

Ecolinguistics has a close relationship with Ecology. Alexander and Stibbe (2014) defined Ecolinguistics as, it is the field which studies the impact of language on the existence of living beings, including humans. The effect of language on environment is also included in Ecolinguistics. Ecolinguistics originated in 1970s and many researchers conducted the studies in this field. Fill (1996) stated a strong relation between language and ecology as he believes that there are some attributes which are transported by language to ecology and some by ecology to language. Climate change; a global issue is basically worsening due to some human activities. The language in the media reporting can be used to aware the people about its causes, effects and solution.

## Contribution of Ecolinguistics and Discourse Analysis

Ecolinguistics and Discourse Analysis has contributed in many fields such as environmental discourse, media discourse, ecological behaviour and different global researches. Ecolinguistics and Discourse Analysis provides an insight into the narratives set by media reporters or other institutions to make people believe and set some goals. People get to know about climate change issues which are mostly developing and enhancing due to greenhouse effect which basically leads to global warming. Floods, droughts and excessive rainfall are some of the environmental issues which are covered by Media reporting. Discourse Analysis leads to the question that how power structures are embedded in the news headlines and how they control people.

## **Types of Ecological Behaviour**

Discourse Analysis reveals the behaviour of common people towards their surrounding environment which is termed as Ecological Behaviour. The three types of Ecological Behaviour are described as follows:

### **1. Positive Ecological Behaviour**

The motivated behaviour or practices of common people towards the betterment of environment is termed as Positive or Beneficial Ecological Behaviour.

### **2. Negative Ecological Behaviour**

The demotivated behaviour or practices of people towards harming the environment is termed as Negative or Harmful Ecological Behaviour.

### **3. Neutral Ecological Behaviour**

The unbiased view or behaviour of people towards neither harming nor facilitating the environment is termed as Neutral or Unbiased Ecological Behaviour.

The study investigates the comparative analysis of news reporting regarding climate change of two distinct countries that are different in all their values. The analysis is done by taking the data from a national and international channel. The climate change news discourse provides an overview of the language that is used by the reporters in both countries. The language is analysed through the perspective of Ecolinguistics. The language performs its function having an eco-constructive or eco-destructive nature. Many researchers conducted researches on climate change news discourse; Asif, Jamil and Ahmad (2024) conducted a research on climate change news discourse. The research suggested that Ecolinguistics should be analysed through systematic approach. In addition, the research by Nasir, Habib and Yousaf (2022) emphasized on the eco-positive narrative from the news reporters that have impact on a great audience. By examination of Billion Tree Tsunami Discourse, the study focuses on the importance of climate saving actions (Asif, Nisar and Malik, 2023). A significant research gap is seen as there is no study conducted on the comparative discourse analysis of climate change news between two countries.

## **Literature Review**

The researcher has analysed different studies and conducted the study by keeping these researches in consideration.

## **Comparative Analysis of Pakistani and UK Media Representation**

This section of study comprises the researches that are conducted on the media analysis of the UK and Pakistan. The media representation in the mentioned countries is interpreted in the executed researches.

A research is conducted in order to analyse the five eco-tourism websites from the perspective of Ecolinguistics (Hussain et al., 2025). The research focuses on the fact that how the bloggers use language to demonstrate nature. Bukhari and Paracha (2024) conducted a study by examining the urdu content about Pakistan on BBC and VOA using framing theory. The study is important as it signifies the ideology of Pakistani audience toward the portrayal of Pakistan in the International media.

The corpus-based study by Faraz and Saleem (2024) examines the discourse related to China-Pakistan Economic Corridor (CPEC) focusing on the Ecolinguistics approach. The

425 occurrences of economic advancement and 86 occurrences of social advancement suggests that the CPEC Discourse is beneficial in economic benefit as compared to social benefit. Ghani et al. (2022) argue that editorial procedures represent the different actions, events that happen in the world. The study focuses on the discourse regarding COVID-19 by analysing Pakistani and UK newspapers editorials.

Norton and Hulme (2019) conducted a significant study to examine the climate change demonstration in editorial articles of the UK. The study focuses on four narratives; the lukewarmer, the ecoactivist, the Smart Growth Reformer and the ecomodernist narrative. The lukewarmer narrative hides the worst effects of climate change and show that climate change is not as bad as it is described. The ecoactivist approach to narrative lays stress on the urgent action to talk about or to create awareness about the climate change issue. The Smart Growth Reformer describes an un-biased approach that focuses equally on environmental or nature conservation and economic advancement. At the last, the ecomodernist narrative shifts its trust in human capability of solving climate or environmental issues. The study analyses the editorials from different time periods i.e. 2001, 2007, and 2015 to reveal that how narratives change overtime.

Through the years 1990 and 2010, a study is conducted to show the minorities representation in the print media of Pakistan and India. By content analysis, the study reveals that minorities face strong biasness. Pakistani Hindus being religious minorities are treated unworthy in newspapers. As compared to Pakistan, India depicts Muslims by joining stereotypes with them. As this research does not relates to Ecolinguistics much but it shows discourse patterns to describe religious minorities in both countries.

In 2025, Shakeel et al. applied Stibbe's framework (2015) to analyze environmental discourse in newspapers; Dawn and The Express Tribune. The discourse adopted by Dawn seems to stress the seriousness of environmental problems. Conversely, The Express Tribune highlights shared responsibility. The study points out the media's function in motivating public towards climate or environmental circumstances. Rabbani and Ahmed (2025) used computational methods for the analysis of air pollution discourse in newspapers of India and Pakistan between the years 2005 and 2023. The study reveals that both countries' newspapers explains the harmful effects created by air pollution and its causes thereby increasing awareness among people. The study highlights the role of media in controlling the thought processes of audience as it tells what is wrong/right, what should be believed/not believed.

Naureen and Janjua (2024) opined in their study the impact of various particular words and phrases on environmental discourse. For the analysis, the editorials have been taken from Dawn News; A Pakistani Newspaper. The limitation of the mentioned study lies in its ability to address a contrastive study between two regions or two media outlets. There are some challenges that are faced by women as a consequence of climate change (Yasmin, 2024). The study analyses the language by taking 40 tweets uploaded by the UN Environment Programme and UN Women. The findings suggest that there are different language techniques that are used by them to address climate-related conflicts.

Furthermore, Asif, Nisar and Malik (2023) analysed Imran Khan's speeches in order to illustrate the link between environmental stability and economic benefit in a constructive manner. By random sampling method, the study highlights the discourse strategies used by Khan in his speeches. Dar and Akhtar (2023) carried out a comparative examination on environmental news discourse used in two countries named as Britain and Pakistan. The examination takes into account the news content from 2007 to 2016. There is a clear difference between the strategies adopted by both countries in shaping audience's opinions, beliefs and perceptions.

Additionally, Ponton (2022) directed a study by examining an eco-friendly farm in Norfolk which is featured on BBC's The Countryside Hour. The study explores the link between Positive Discourse Analysis (2004) and Ecolinguistics (2015). It analyses metaphor and framing technique to study the environmental messages. This study is a contrast to traditional CDA as it highlights the positive relationship between environment and constructive messages. Moreover, Nasir, Habib, and Yousaf (2022) conducted a study dealing with the analysis of advertisements from English newspapers from time period of 3 years from 2019 to 2021. The language in the advertisements is analysed in order to highlight the eco-friendly or eco-destructive behaviour. The findings conclude that advertisement discourse leads to a sustainable environment therefore, the language adopted for advertisement is eco-friendly in nature.

Climate change news helps the authorities to make people giving importance to climate issues or to treat them unworthy. The exploration of language, ideas and relation of living beings with environment and the connection between them in media narratives depict that media is often biased towards political or social ambitions (Ain et al., 2021). The language used in media functions in this way by metaphors or certain expressions. Chen et al. (2021), explained the connection between corporate discourse and public through Positive Discourse Analysis (PDA). The study reveals that coordination, collaboration and solution-driven language can work for a growing, positive and healthy environment.

## **Material and Methods**

The study is executed by qualitative method in order to analyse different discourse strategies used in climate change news by two distinct countries; UK and Pakistan. The research is significant as it describes the ways in which news can be reported keeping eco-friendly language in consideration. The research is interpretative in nature as Interpretivism deals with the human behaviour, context and reality. The researcher collects 24 news headlines, 12 from Pakistani News Channel 'BOL News' and 12 from UK based Channel 'British Broadcasting Corporation (BBC)'. The news headlines are taken from the years 2022-2023 as these years contains events that are crucial to climate change issue. The purposive sampling technique is employed to collect data as the data should be climate-specific. Content Analysis of the collected news headlines provides an insight into ideological and cultural stances about climate change. Moreover, The study is conducted through the lens of Stibbe's Theory of Ecolinguistics (2015) and Fairclough Critical Discourse Analysis Framework (1989/1995).

## **Results and Discussions**

### **Language as a device of connection between Human and Nature**

The 12 news headlines; 6 from each channel are taken for the comparative analysis of climate change news of each country from the year 2023. Fairclough's CDA Model (1989/1995) and Stibbe's Theory of Ecolinguistics (2015) is applied to analyse the news headlines. By analysing the news texts, the study finds its way to the assessment of language as a device for the creation of healthy or unhealthy bond between human and nature through the viewpoint of Ecolinguistics.

### **UK News Headlines**

The UK Climate Change News Headlines are taken from BBC News Channel as they encompass the climate change problem and they relate to the requirement of the study. The first news headline discusses the carbon capture as it is a technique to store the carbon in order to use it for useful processes. The story of 'Identity' can be seen in the news headline as humans are portrayed as fixers, engineers and dominant over nature. The role of humans can be seen as 'destructive' through the point of view of identity as nature is portrayed as

'non-living' in the respective headline. Nature is reduced to technical function. According to CDA (1995), the news headline can be seen as a problem-solving strategy and carbon capture seems to be a 'technical effort' rather than 'environmental or natural effort'. It is an interrogative sentence as it makes the person doubt about the future corresponding carbon capture.

The second news headline is a metaphorical question as it uses metaphor 'unicorns' to relate the marine animals like narwhals or other endangered species. It describes the threatening of live forms below the water. 'Salience' can be seen in the headline as the nature is considered 'worthy' and the attention is towards the life of marine animals. A strong bond between human and nature is elaborated by this text. The idiom 'fall silent' is used metaphorically to refer to the extinction of the marine species. The language used in this headline refers to the chaos that is due to climate change and increasing temperature which is leading towards the extinction of the endangered species.

The third news headline explains the global carbon taxes that are applied to ensure reduced CO<sub>2</sub> emissions from industries. It is a helpful strategy to maintain balance of global temperature. The headline suggests African leaders urging the entire world to take responsibility of their destructive climate actions. When talking about 'African Leaders', it seems that 'humans' and their 'problem-solving skills' are considered worthy thereby suppressing the bond between humans and nature. 'Erasure' can be analysed as the humans and their skills are dominating and the nature can be seen as 'unworthy' as it is treated passively. The critical discourse analysis reveals that this headline more often seems to be an 'economical-benefit news' as it prefers 'taxes'. The verb 'proposes' in this declarative sentence refers to a policy action that is to be implemented.

The fourth news headline refers to the one of the World's Largest Oil Producer Country (UAE). The headline from the late 2023 points towards the air pollution issue of UAE. The fossil fuel activities, industry and traffic, desert dust storms and regional winds like shamal add to the air pollution of UAE. The headline shows the 'destructive identity' of humans as they are the polluters and nature is the victim. Humans' harmful activities are the primary source of increasing air pollution in UAE. It is the health discourse as it points out the impact of air pollution like respiratory disorders. The noun phrase 'The UAE's Air Pollution Problem' lacks details and has abstract nouns like 'pollution' and 'problem' which describe the poor air quality due to burning of gases.

The fifth news headline deliberately creates hype about the climate pattern among the audience. The headline showing 'July, 2023' breaking the record of '2019' being the warmest month worldwide increases the belief in science and technology advancement. 'Conviction' is analysed as this headline encourages people's belief in this news, science and data. The discourse practice can be seen as 'scientific practice' and the superlative degree of adjective 'warmest' makes July the warmest among all the months. The news awares the people about the climate conflict as there is a need for a proper action in this regard.

The sixth news headline examines the actions of humans and the irreversible effects of these actions like melting glaciers, depletion of ozone layer and skin diseases. It shows the state of climate in the year of 2023. 'Active Identity' can be seen as humans play an active role by their actions and nature plays the role of 'Passive Identity' as it is the object which is acted upon by humans. Humans have destructive identity as they disrupt the balance of normal climate across the world. The headline carries 'scientific tone' and the noun 'state' critically describes the negative situation of climate pattern.

### **Pakistani News Headlines**

The Pakistani Climate Change News Headlines are taken from BOL News Channel as they cover various aspects of climate change and they are relevant to the criteria of the

study. The first news headline exposes the actions of lobbyists as their actions have been increased with the increase in their number. COP28 refers to the 28<sup>th</sup> Conference of the Parties, is the UN Climate Summit that is held in UAE annually. The humans as lobbyists play destructive role as they work for the betterment of economic values. Their increased number of lobbyists in COP28 is alarming as they prefer their or their company's benefits over environmental benefits. The social practice includes the use of 'nature' as an economic tool for their prosperity. The noun 'lobbyists' can be seen as the 'power-holders' and 'decision-makers'.

The second news headline explores the rising temperature of oceans up to 20.96°C which is threatening the lives of marine species. The headline outlines the numeric data 20.96°C more attentively rather than nature. In terms of Salience, the numeric data in language of news is seen as more significant and reliable than oceans (nature). The text is scientific, data-reliable, and declarative.

The third news headline highlights the role of Punjab Governor towards climate change as climate change has surrounded the Punjab province of Pakistan. The headline shows human's role, action and leadership quality but the voice of nature is absent. 'Erasure' can be analysed as more preference is given to human's actions but nature is treated as 'unworthy'. The government catches the attention and nature plays a passive role. The bond between humans and nature has weakened here. Discourse Analysis reveals that it is a 'climate action' news and might be following a political agenda as the government is strongly present here. The strong verb 'advocates' and humans (government) as 'problem-solvers' in this declarative statement shifts the mind of reader towards the support of government.

The fourth thrilling news headline creates a sense of threat in the minds of people by making them aware about wildfire emissions in Canada. According to this headline, 2023's Wildfire Smoke has broken the record of 2014's Smoke. They have affected more than 30 million acres area and lives of 100 million people. The constructed identity made by this news suggest that nature plays destructive role as it is framed as the source of air pollution. The humans are represented as attentive and careful observers, paying attention to the issue. Negative Evaluation can also be seen as the news has a negative and threatening effect on the people. It is an environmental discourse and the noun 'emissions' describe the climate considerations.

The fifth news headline focuses the attention towards efforts of WWF's President in regard to global climate challenge. It's the call for collaborative effort to solve the global climate crisis. The news find its narrative in 'Conviction' as this news deepens the belief and trust of people in humans' collective endeavours towards the solution of climate challenge. This news elaborates itself as 'collaborative organizational practice' depicting humans as 'active entities'.

The sixth news headline proposes a declaration by United Nations (UN) about the world approaching global warming limit with each passing day. The humans are portrayed as having destructive identities as they are responsible for the temperature rise. The humans don't have the ability to manage or tackle this crisis. The news carries a tone of 'urgency', focusing on 'the effort by everyone'. It is a 'metaphorical directive' as it directs the people to take urgent action regarding climate crisis by using the metaphor 'survival guide'.

### **Effect of different forms of Stibbe's stories on common people's minds**

The 6 UK News Headlines and 6 Pakistani News Headlines are collected from the year of 2022 in order to compare them ecolinguistically. By Ecolinguistic analysis of the news texts, the study reveals the effect of distinct forms of Stibbe's stories on the minds of common mass from the lens of Ecolinguistics.

## **UK News Headlines**

The UK Climate Change News Headlines are collected from BBC News Channel as they enfold the climate change problem and they align with the objectives of the study. The first news headline emphasizes the correct and real representation of climate condition in the cinematic field. The movies involve the audience in thinking similar to the plot of the story. The movies influence public thinking. The movies that show climate disasters often become block-busters. 'Framing' can be analysed as it refers to the solution to the problem. The solution is the realistic and in-depth view of climate change. If the film-makers show varied portrayal of climate change in their films, it will connect the humans with the real nature not with the fake nature portrayal.

The second news headline encircles the decreased climate-related death rate in England and Wales. The headline is encouraging and has a positive attitude. 'Positive Evaluation' can be analysed as it is hopeful for people that death toll is decreased as compared to the previous set record. People can think optimistically that climate-related death rate can be less in future as compared to present death toll. This news can leave the public content and they can have peace of mind.

The third news headline describes '2022' as the warmest year breaking historical benchmarks for UK due to the accelerating global temperature. The headline carries 'pessimistic and worrying tone' referring to Negative Evaluation. Public may find it discouraging as they think the future conditions can be worse. In terms of Identity, humans are shown as 'passive participants' struggling for their survival. Nature is presented as an 'active participant' as it has power over humans.

The fourth news headline sheds light on the fact that 40°C temperature has been recorded in UK on 19<sup>th</sup> July 2022 for the first time in history. The responsibility of the worst shift in climate is handed over to humans. Due to the elaborated fact, more climate-related challenges are likely to get faced by humans in future. This headline exhibits 'Salience' as human-induced 'climate change' is considered worthy here. 'Conviction' can also be analysed as it becomes the belief that UK's 40°C temperature is due to human-stimulated climate change.

The fifth news headline points towards the doubtful nature of public towards human-induced climate change. They doubt the fact that humans' actions have a direct connection with the climate change. 1/6 adults doubt this reality check. People believe this news as they think that a numeric data cannot be given with a doubt. So they believe that 17% UK adult residents don't link climate change issue with human's actions leading to conviction. Identity of humans as 'doubters' is revealed through this news discourse. Therefore humans portray destructive identity in this context.

The sixth news headline refers to the condition of climate change which is worsening the heatwaves in India and Pakistan. The heatwaves will be more intense and more frequent once in 312 years. Negative Evaluation is disclosed as this news develops a sense of pessimism in the audience. The long-term shift in Earth's temperature is increasing the likelihood of record-breaking heatwaves posing serious threats to human health, environmental sustainability. This headline shapes the ideology that humans' involvement at industrial and economical level has a direct relationship with the crisis of climate change. In this way, people can think of the ways to get rid of this devastating situation.

## **Pakistani News Headlines**

The climate change news headlines from Pakistan have been sourced from BOL News as their coverage includes a variety of climate change dimensions and they are also well-aligned with the study's criteria. The first news headline shows City of Lights (Karachi)



as the City of Dry Weather and there is no chance of weather shift to be seen in near future by the forecasters. Conviction can be analysed as people believe that dry weather condition will prevail and they have to cope-up with the climate situation. People have a firm belief in the adaptation and they seem to be not involved in any kind of action regarding the prevailing condition. According to the story 'Framing', the predicament comes with the people's response. The predicament in this headline shows 'climate change', and the response is 'coping and adaptation mechanism' by people. The entailment believes in the fact that even if the people adapt with the dry weather condition, they have to face it.

The second news headline interprets the region where Pacific and Atlantic Oceans meet. The lexical choices 'end of the world' refers to Magallanes Region where the water has decreased levels of calcium as a result of climate disaster. The scientists are afraid that it may affect other regions also. The perception of Negative Evaluation can be demonstrated as this headline hints towards the probability that the condition may get severe and extend to other areas. The headline by employing 'end of the world' figuratively points out the environmental monitoring, scientific attention and public awareness.

The third news headline focuses on the part of celebrities in combating climate change crisis. 'Ushna Shah' being Bollywood Actress and Celebrity has been a part of World Wildlife Fund (WWF) as a diplomatic representative. Working as an Ambassador in fighting this catastrophe, she feels proud. The headline carries a 'supportive' tone and 'positive evaluation' as the news feels motivating, optimistic and encouraging. As far as 'Identity' is concerned, the role of Ushna Shah is 'Active' as she is functioning as the 'Protector of Nature' whereas 'Nature' is portrayed as 'Passive' which lacks action.

The fourth news headline maintains a strong link between human-induced climate change and the heatwaves. The headline suggests that confrontation of heat wave is due to the human-induced climate change. 'Climate change fingerprints' refer to the cause of heatwaves. The scientists predict that for every 1.5°C increase in temperature, Earth will face quadruple heatwave. Salience can be examined as 'global heatwave' and 'climate change' is considered worthy. Conviction persists here as the people trust the fact that each and every heatwave which living beings face is solely due to climate catastrophe driven by humans.

The fifth news headline points towards the prediction of heavy rainfall at the end of June 2022. Therefore PM of Pakistan; Shahbaz Sharif calls for an urgent action to protect agricultural farms and make people aware of the climate circumstances ahead. By this directive news, people are made to believe that the PM is concerned and aware of the conditions therefore he is calling an immediate action. PM shows 'Governmental Identity' as he directs departments and critically this news may serve him for his political benefit.

The sixth news headline indicates that Earth's temperature is at a risk of crossing 1.5°C global warming limit in the up-coming five year period. The news is signalling that there can be a 'warmest' year in the coming years. 50/50 risk makes the tone of news 'concerning' as well as 'neutral'. This news highlights the 50/50 risk at present and can rise to 100% chance in future. The 'Ideology' of risk management by governmental bodies or policy departments can be analysed by this news.

## **Conclusion**

The study has focused on how Pakistani and UK News Media discusses the climate change in reference to Ecolinguistics. The language used in both discourses relates climate problem to natural environment. Media reporters or journalists by objective or subjective reporting focuses on achieving main targets by framing and shaping the minds of ordinary people. Language shapes the minds of people and serve as a device of powerful or weak bond between living entities and nature. The study finds its significance in the viewpoint

that by focused and right reporting, stakeholders and policy-developers may find a way to make people aware about the reasons of climate catastrophe and to take better decisions to sustain life on Earth. Two different discourses reflects two different ideologies, cultures, discourse practices, and embedded power dynamics of UK and Pakistan. The UK headlines more often use climate-related information by applying scientific discourse, metaphorical language and Environmental Framing sometimes preferring climate change awareness and at other times, displaying human dominancy. Some headlines focus on the marine life, others frame and portray the nature as economic benefit reducing it to a passive entity in human-driven society. Humans are shown as 'problem-solvers' as they are involved in carbon capture or taxation processes. In contrast, Pakistani headlines show a wide range of narratives from political or organizational practices (WWF, governmental leadership) to scientific observations. Many headlines attribute active identity to humans and passive identity to nature. The language prefers human targets like economic and political gains which weakens the connection between humans and nature. Some headlines call for collective effort, others form a constructed identity of nature which is threat (wildfire). There is a lack of ethical connection with the pure, real natural world. The analysis reveals that language plays a decisive role in shaping public perception of environmental issues. When language highlights metaphors of care, points out ecological salience and portrays humans as part of nature, it fosters a healthy bond between humans and nature. However, when news discourse focuses only on human actions, their dominance, hierarchy, institutional power, decision-makers, nature loses its worth. Therefore, media discourse should be presented in such manner that it can evoke ecolinguistic awareness among public and it can shape ethical, strong bond between humans and their surroundings.

The comparative analysis of news headlines of both countries shows such narratives in which different forms of Stibbe's stories; framing, evaluation, salience, conviction, and identity, ideology and erasure shape minds of common mass. The UK headlines often seem to be grounded in data-driven and cinematic framing strategy emphasizing urgency of climate change problem and psychological responses. The UK media discourse finds its application of Stibbe's stories starting from hope and ending at demotivation. Positive and Negative Evaluations both exist at the same time pushing audience towards climate awareness and making them understand various factors behind climate instability. On the other hand, Pakistani headlines referring to Stibbe's stories application emphasize region-specific approach of discourse enfolding scientific observations and public figures as public figures attract the audience. Public figures seem as 'role models' to the public therefore, public follows their actions. The Pakistani headlines frame climate issues as immediate issues having long-term effects such as water scarcity, heatwaves and temperature rise in the world. Through Cultural and Governmental lens, the news portray identity, presenting celebrities as protectors of environment and political leaders as acting bodies. Positive evaluations and supportive tone in some headlines promote optimistic ideas and thought processes in the minds of common people. Some headlines present conviction and salience, pinning the reality that climate change is shaping people's living experiences in South Asia.

In light of the above discussion, the study concludes that language is not a 'neutral' device, it carries the power to construct, destruct, shape, reshape, sustain or disrupt the ideologies or beliefs about the concerned issue; climate issue. The media discourse serves as a critical linguistic tool to form public consciousness. By applying Stibbe's stories and critically evaluating the media discourse, the study demonstrates how different discourse patterns can be employed in relation to Ecolinguistics. UK media moves toward both rational and emotional practices. These headlines can be considered as dual in nature, working for empowerment and disempowerment at the same time. Conversely, Pakistani narrative focuses more on national sentiments and institutional responses. When discourse frames nature as 'worthy of attention' or 'active', it deepens the ecological bond of humans. On the other hand, if discourse frames nature as 'passive' it weakens the ecological bond and consciousness. Therefore, media practitioners, policy-makers, stakeholders must recognize

the impact of discourse and strive to use eco-friendly language that builds sustainable bond between living beings and environment. Ecolinguistically responsible reporting works as a catalyst for deeper understanding, awareness and a collective action toward climate resilience and global well-being. However, this study takes into account a small number of news headlines from 2022 and 2023. Future studies should explore social media, print media, and interviews encompassing climate change. A time-based study can be conducted in order to analyse the shifts in climate change before and after major conferences or events such as windstorms, floods etc.

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