

ROLE OF IDENTITIES IN CLIMATE CHANGE: AN ECOLINGUISTIC DISCOURSE ANALYSIS OF PAKISTANI SOCIAL MEDIA ADVERTISEMENTS

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Abstract

The present study aims to uncover the ecologically beneficial and destructive identities from Pakistani social media advertisements. Moreover, how these affect people's perception of the physical environment is worth examining. This qualitative study uses Stibbe's (2015) theoretical framework to analyze the collected data. Through purposive sampling, only 4 advertisements from the tourism and real estate sectors were selected from YouTube and Facebook. The findings of the study show that identities used in tourism ads are ecologically destructive, as they promote over-tourism, commodify nature, and can lead to the exploitation of natural resources. The identities used in the real estate sector promote a luxurious lifestyle and encourage overconsumption; moreover, nature's role is portrayed as a tool of amusement to please human beings. Thus, the identities used in Pakistani tourism and real estate advertisements are ecologically destructive because they are environmentally incompatible and need to be changed with ecologically compatible identities for the well-being of the physical environment.

Keywords: Climate change, identities, tourism, real estate, advertisements, Ecolinguistic discourse analysis

1. INTRODUCTION

The present study aims to uncover the nature of identities used in social media advertisements and their role in environmental changes. The study, through ecolinguistic discourse analysis, highlights ecologically destructive and beneficial identities. Language, culture, human cognition, stories, and texts play a role in human ecology by influencing human behaviour and how humans interact with one another and the larger natural world (Gare, 2002). It is through the use of language that stories like energy security, economic growth, overproduction of food, food security, "more is good" rather than "few," consumerism, and stories of luxurious lifestyles are promoted every day; to resolve these environmental problems, applied linguists should focus on ecolinguistics (Halliday, 2001), as mentioned in Penz and Fill (2022). Language is, directly or indirectly, considered responsible for environmental changes since it influences how people think about the world (Stibbe, 2015). Halliday (1990) contends that language has been central in creating ecological crises, and it is language that can address the same. Particularly, the use of identities in discourse is significant from an ecolinguistic perspective because they can play both positive and negative roles. Moreover, the language of advertisements can encourage unnecessary desires for environmentally damaging products (Gargan, 2007). Halliday (1990) emphasized the role of language in solving environmental issues because ideologies are directly linked to language. He

urged that applied linguistics should focus on environmental problems, which is why Ecological Discourse Analysis (EDA) was initiated to study the language patterns of biological ecology (Fill, 1998).

Therefore, it is recommended that the climate change issue be discussed at a core level for its recognition and practical solution (Bertolotti & Cattellani, 2014). The stories and cognition models, such as there should be more prosperity, a luxurious lifestyle, industrial development, the use of technology in animal and agri-farming for more production, ownership of atomic bombs for power balance, and economic superiority over others at individual and national levels, are proving harmful for the ecosystem (Stibbe, 2015). Environmentalists and ecolinguists have exposed the role of language in ecological destruction, but more work is needed in this field to avoid further environmental problems. Behind environmental changes, there are many reasons like growing population, pollution, over-construction, and deforestation. Ecolinguists' main job is to critically evaluate stories/discourses, whether these cause ecological destruction or support the ecosystem. If these stories/identities are found ecologically destructive, they need to be exposed and resisted. The main focus of ecolinguistics is the critical evaluation of consumerism discourses, whether they are ecologically beneficial, destructive, or ambivalent (Stibbe, 2014). Maintaining a close and strong relationship between nature and human beings is the objective of ecolinguistics; for this, there should be intertwining and integration of ecological and social concerns (Alkon, 2012).

Conversely, nature-loving and environmentally friendly identities should be critically analysed to highlight ecological themes from local languages. These ecological themes, if promoted and appreciated widely, can play a positive role at the international level in protecting ecosystems (Stibbe, 2021). Hence, it is a pressing necessity to critically analyse the language of social media advertisements in Pakistan to expose ecologically destructive identities as well as appreciate and spread nature-friendly identities. The present study critiques, exposes, and discourages the destructive nature of identities used in advertisements and appreciates and encourages the positive and environmentally friendly identities found in Pakistani social media advertisements.

1.1. Research Question

The present research aims to respond to the following research question:

How do social media advertisements' identities influence the perception of their consumers in relation to environmental changes?

1.2. Significance of the Study

The present study is significant because it exposes ecologically negative identities from social media advertisements and highlights environmental and climate change issues. Moreover, the study promotes positive identities, which motivate people to reduce consumption and show resistance to ecologically destructive discourse by raising awareness regarding the negativity and positivity of advertisement discourse. The study encourages readers to resist ecologically destructive advertisements; it works as a tool of critical language awareness from an ecolinguistic point of view (Fairclough, 1992).

2. LITERATURE REVIEW

Following Garrido (2022), the environment encompasses the world around and incorporates public, natural, and private spaces that are influenced by biodiversity and climate. According to Sapir (2001), the social environment pertains to language, values, and culture, and the natural environment is the utilization of natural resources by people to meet their requirements. The physical environment includes landscapes, mountains, fauna, flora, and sea. Environmental change

is an umbrella term which includes pollution, overpopulation, waste disposal, and climate change. Climate change is a specific term used for severe weather, intense drought, storms, melting glaciers, heat waves, and significant changes in global temperatures (Batchelor & Schnetzer, 2018). Severe environmental crises are due to human activities from the past to the present, and ecological systems are still under threat due to human behaviour (Anderson, 2021). The Industrial Revolution is considered the turning point in climate change. Driga and Drigas (2019) explain how and which everyday activities are harmful to the climate. These include transportation, particularly aviation, which is a major source of fossil fuel use and adds to emissions, and the second important field is the food industry, as livestock production processes emit large amounts of greenhouse gases. Additionally, tree cutting for paper production is too dangerous for a secure environment because trees absorb carbon dioxide. When they are cut, those trees release the stored carbon dioxide into the atmosphere. Overuse of water, certain gardening practices, and heating and electricity use are key contributors to greenhouse gas emissions. Waste decomposition and overconsumption are harming the climate (Driga & Drigas, 2019).

Food production and agriculture also have severe impacts, as in 2007, 20% of the total greenhouse gas emissions were contributed by this industry, and even its quantity is increasing. Livestock's over-consumption and ever-increasing demand and production are causing harm not only to the environment but also to human health (McMichael et al., 2007). In America alone, hundreds of billions of dollars are annually spent on fast food, oils, and meats (Schlosser, 2012). To comprehend the food wastage matter at a wider level, the results of a study by Garnett (2007) claim that in America alone, the total emissions released from food waste are equal to the emissions of 43 million cars (Driga & Drigas, 2019). Paper production processes consume electricity and water and lead to a lot of waste and deforestation (Frischmann, 2018). Deforestation leads to nature disruption, harming living organisms, releasing carbon dioxide, and overall releasing 20-25% of total greenhouse emissions, according to statistics from 2013. Fuel, energy, water, and paper consumption in the cigarette-making process, as well as smoking, add to the greenhouse effect. To conclude, these everyday activities are not only harming people's health but also the planet (Driga & Drigas, 2019). Water is unequivocally the most essential substance for life, as a component in almost every chemical compound. Every living organism requires water to sustain life, essential for plants. Overuse of water affects global warming; for a sustainable environment, water use must be minimized (Driga & Drigas, 2019).

These environmental changes are because of ever-increasing infrastructure development, deforestation and overconsumption of natural resources. Language/discourse, especially the use of identities in the discourse of advertisements, supports economic development as well as overconsumption. Identity is "a story in people's mind about what it means to be a particular kind of person, including appearance, character, behaviour and values," and on the other hand, "self-identity" is the changing story of people themselves, which they tell others as well as themselves about what type of person they are (Stibbe, 2015, p. 107). Through ecolinguistic analysis, ecologically destructive identities are exposed and resisted; furthermore, alternative identities are searched for and created (Stibbe, 2015). Like other identities, there is an ecological identity in which people identify themselves with the earth. The ecological identity widens the community concept far from humans only to animals, plants, and nature in general (Thomashow, 1996). Following Leopold (1979), humans take the land as a commodity and abuse it. If people consider land as a community, it is expected that they will respect and love it like other components of the environment. This research, through a critical analysis of identities in Pakistani social media

advertisements, exposes the ecologically destructive identities. The study identifies the linguistic features that shape how ecological identities are formed and further how they can be reformulated for the betterment of the ecosystem.

The study of identity is defined as the organization of self-related information. It has proved pivotal in comprehending environmental activism. Identity is the biggest barrier to activism, and studies in the field of social movements highlight that a strong identity plays a key role in a movement's success or failure, as it serves as a motivator and driver of active participation (Klandermans, 2004). Research on environmental identity contends that it is dynamic and changeable due to social influences, connection, and one's personal history, and it influences people's behaviour towards the environment (Clayton, 2003; Young et al., 2020). Clayton (2003) encapsulates the concept of ecological identity as an individual's self-image in the context of nature and the ecosystem. Moreover, as asserted by Lei (2021) and Young et al. (2020), ecological identity and environmental identity are used interchangeably. For a successful climate campaign, Klandermans (2004) recommends a potential strategy that is to utilize spokespersons representing diverse identities, such as activist mothers, celebrities, students, and doctors, whom a wide range of humans can relate to and get motivation and identify themselves with. On the other hand, identification with nature denotes a subjective feeling of unity with the natural world; it is correlated with individual-level pro-environmental behaviours like recycling (Schmitt et al., 2019). Similar to various identity categories such as ethnic, social, national, religious, racial, and gender-based identities, environmental identity develops a sense of similarity between others and ourselves and connects individuals to a larger whole, just like the concept of community (Clayton, 2003). Social media platforms have become important tools for constructing identity and expressing connection or disconnection at regional and national levels (Georgalou, 2017, 2021; Page, 2013).

Language is an influential and dynamic tool in creating and expressing identity within specific social contexts. Hence, the same tool is used by the advertiser to shape identities within the national and regional spheres to attract more customers (Umar & Rasul, 2017). As noted by Widdowson (2008), the importance of advertisement discourse in identity construction is undeniable, and in the same way, Musolff (2006) asserts that advertising discourse plays a potent role in constructing desirable and fitting identity. Rubin (1995), as cited in Rubin (2013), further acknowledges the role of both written and oral language in shaping and portraying different facets of a brand's identity. A study conducted by Umar and Rasul (2017) on Pakistani clothing and food brand advertisements demonstrates that the advertising discourse by the brands uses vocabulary items, images, themes, lexical and syntactical arrangements, and other linguistic and semiotic elements to identify the brand within the socio-cultural and national context. By identifying the brand with socio-cultural and national identities, the objective is to enhance the brand's relatability and distinctiveness to the customers. Thus, the current study uncovers the ecologically destructive and beneficial identities from tourism and real estate ads and highlights how these affect people's perception of the physical environment.

3. RESEARCH METHODOLOGY

The present study is a qualitative study, and in a qualitative study, data can consist of verbal communication as well as written texts to answer the research questions. The means of data collection in qualitative research are diaries, observations, interviews, and video/audio recordings (Paltridge & Phakiti, 2015). The data collected from mass media like the internet, newspapers, magazines, and TV channels is considered a secondary source of data collection (Kumar, 2018).

In qualitative studies, there are two types of data: one is direct data, and the other is indirect data. Direct data consists of recordable written or spoken words, including actions, interactions, and observable body language. It is also called actual and potential data because it can be communicated and observed. Direct data also includes feelings, thoughts, actions, responses, experiences, and individual or group actions within their cultural or social settings. Whereas 'indirect data' is generated by someone else in the form of photographs, songs, novels, paintings, and poems (Lopez & Whitehead, 2013). Hence, the study used indirect or secondary data to determine the ecologically beneficial and harmful discourse of Pakistan's social media. Sampling, in qualitative studies, is based on the researcher's assessment that certain participants have enough knowledge to answer the research questions of a particular study (Cropley, 2015).

The advertisements, specifically social media advertisements, are chosen as a sample of the study because the language used in advertisements is so fascinating and convincing that it easily persuades consumers to buy something not considered essential previously. Ecolinguists consider advertisement discourse too destructive (Stibbe, 2015). The discourse of ads promotes dissatisfaction with the earlier lifestyle and further convinces the audience that their life without a particular item being advertised would be incomplete. Through language, ads equalize and substitute the purchase of things with social and national identity, excitement, freedom, and perfection (Stibbe, 2015). The present study chose social media advertisements as a sample of the study to determine whether the discourse used by these ads promotes dissatisfaction with the present lifestyle, persuades humans to purchase more things, shapes and relates their identity with other human figures around the world, or not, and concludes the advertisements as ecologically destructive or nature-friendly. The present study has chosen the two most viewed social media platforms, YouTube and Facebook, based on their current ratings in Pakistan. Only 4 advertisements in English from tourism and real estate sectors were chosen from YouTube and Facebook.

3.1 Theoretical Framework

The present study follows the ecolinguistic theoretical framework of Stibbe (2015). Stibbe (2015) takes different theories like critical discourse analysis by Fairclough (2003), frame theory by Lakoff and Wehling (2012), identity theory by Benwell and Stokoe (2006), fact construction by Potter (1996), erasure by Van Leeuwen (2008), metaphor theory by Müller (2008), and appraisal theory by Martin and White (2005) and uses them as a theoretical framework for ecolinguistic discourse analysis. All these theories analyse the language to unravel the underlying stories from different perspectives. Stibbe (2015) divides ecolinguistic discourse analysis into eight theories: ideology, framing, metaphor, evaluation, identity, conviction, salience, and erasure. These eight theories are named the stories-we-live-by. Stibbe (2015) emphasizes that ecolinguists should not only limit themselves to analyzing the environmental discourse, but their focus should be on the analysis of all types of discourse through ecolinguistic frameworks. The theoretical framework proposed by Stibbe (2015) holds all humans and non-human entities equally important for the well-being of the whole ecosystem. It believes that the well-being and security of natural resources, fauna, and flora are as significant and required as humans. Thus, this theoretical framework helps in analyzing language forms that cause ecological destruction (Stibbe, 2015).

3.2. Doing Ecological Discourse Analysis

Confirming to Stibbe (2015), in ecolinguistic discourse analysis, first of all, the required data is collected, and after that, linguistic patterns are uncovered to highlight how linguistic patterns form stories. In the end, the story is judged and labelled as ecologically beneficial or destructive

according to the ecosophy of the research. In ecolinguistic analysis, hidden stories or discourses are revealed by critically evaluating the following linguistic features: vocabulary (including connotations, pronouns, and modal verbs), antonymous and synonymous relations of lexemes, presuppositions, structural hierarchy, representation of events interpreted and highlighted, intertextuality, figures of speech, metaphor, and irony are revealed too (Stibbe, 2015). Imagery, images, music, the angle of the camera in videos, gazing, colour, and moving images are also meaningful to uncover the power relations among the participants (Kress, 2009). After discussing these linguistic features, the researcher is supposed to highlight the underlying agenda-based ideologies.

4. DATA ANALYSIS

Ad.No. 1

a. The Majesty of the Himalayas

The Himalayas, the highest mountain chain in the world, which passes through Nepal, Bhutan, China, Afghanistan, India, and Pakistan, is used as a piece of identity construction. These mountains are famous for impressing tourists with their natural beauty and rare wildlife. Foreign tourists mainly come to the Himalayas to educate themselves regarding the cultural, social, and scientific facets of mountaineering. To make Pakistan more prominent and attractive for tourists, it is associated with the Himalayas.

b. The Depths of the Arabian Sea

Through the phrase 'Depths of the Arabian Sea', Pakistan is identified with one of the world's famous seas, the Arabian Sea. The Arabian Sea is not only beneficial for Pakistan from an economic point of view, but it is also a significant tourist site. Through this identity, international tourists, in particular seafarers, are prompted to visit Pakistan.

c. The Mighty Rivers

The phrase "mighty rivers" is used as an identity to signify the value of Pakistan. The rivers represent peace, serenity, and natural beauty. The rivers are considered a popular destination for adventure seekers, kayaking enthusiasts, photographers, artists, and white-water rafters. In short, a wide range of tourists is directly invited to visit the target destination, which falls between the mighty rivers.

Ad.No. 2

a. Punjab

The province of Punjab is recognized for its historical significance, variety of cultures, diverse landscapes, overall greenery, and agricultural richness. Thus, Punjab is used as a tool of identity to convince a mixture of tourists.

b. Cholistan Desert

"Having the blistering expanse of the Cholistan desert" describes the vastness, uniqueness, and severity of heat, distinguishing it from other deserts. The Cholistan Desert is approximately 16,000 square kilometres of a vast region situated in Southern Punjab. Most of its land is barren, although there are some green pockets wherever there are water sources. This region is significant because of its unique traditions and cultural practices, including crafts, dance, and folk music. This region is also famous for camel breeding. Cholistan Desert Rally competition is one of the eminent events that creates economic sources for the local community as well as attracts national and international tourists. The desert attracts tourists from all over the world interested in closely experiencing the traditional lifestyle of local communities, besides camel rides and desert safaris. Cholistan Desert

is used as a unique identity; moreover, it represents geographical heterogeneity, a tourism destination, a cultural asset, as well as economic relief for the locals.

c. Murree and Bhurban

Murree and Bhurban, both hill stations, are famous for their cool climate, dense greenery, and picturesque landscape. These places are the ultimate destinations for tourists, particularly in the hot summer. Murree owns British-era historical buildings used by British officials in the colonial period. These destinations are hubs of scenic beauty, a peaceful environment, and a place where people escape from the hustle and bustle of urban life. There people enjoy sightseeing, horse riding, as well as hiking. Murree and Bhurban are famous for their traditional foods and unique cultures. To conclude, the documentary uses Murree and Bhurban as an identity tool to convince specific categories of visitors who love to see the hill stations, scenic beauty, and view snowfall.

d. Fort Munro

It is a hill station in Dera Ghazi Khan Fort. It was developed by Sir Robert Sandeman in 1869 and named after Capt. Munro, the then Commissioner of Derajat Division. Surrounded by the Suleiman Mountains, it is famous for its scenic beauty, cool environment, and pleasant weather, a distinguished tourist destination in the hot summertime. Occasional snowfall distinguishes it from other hill stations. Fort Munro is surrounded by hiking trails, rivers, and forests, besides many opportunities for camping and trekking. This region is the hub of biodiversity and scenic landscape, the best place for adventure enthusiasts and nature lovers. The remains of the fort, as well as the surroundings, are a unique addition to the cultural heritage of the area. Thus, Fort Munro is construed as an identity to convince visitors who love to see hill stations along with natural beauty, as well as colonial-era remains.

e. UNESCO World Heritage Sites

UNESCO recognition is international recognition; it shows the rich cultural and historical heritage of the region worldwide. These sites are universally valuable and show cultural diversity; architectural sites acknowledge exceptional human activities. Archaeological sites, architectural marvels, and historical monuments represent the glorious past. Historical sites include Taxila, the remains of the Gandhara civilization, and the Mughal era's craftsmanship and grandeur are reflected through Shalimar Gardens and Lahore Fort. These sites make an aesthetic appeal to the visitors. These are declared to conserve and preserve for future generations as well as to protect them from pollution, urbanization, and climate change effects. These sites serve as a tool of identity and pride for the people of Punjab. Thus, the UNESCO World Heritage Sites identity is used to convince visitors who love to visit the archaeological, historical, monumental, and ancient remains.

f. Mosques, Sufi shrines, Sikh Gurdwaras, Hindu temples, and Christian places of worship

This shows the province's religious diversity and liberty. Mosques represent the Muslim people; they serve as architectural landmarks, and their domes, minarets, and intricate designs make them distinctive and an identical symbol for the Muslims. Moreover, Sufi shrines of saints and mystics, whose spiritual teachings, deeds, and miracles were famous, attract devotees from different religious backgrounds. Sikh Gurdwaras, places of worship, community service, social welfare centres, and charitable services, are central to the Sikh community in Punjab. In Punjab, there are two famous Sikh shrines: one is Nankana Sahib, which was established in the 1490s by the first Sikh Guru, Guru Nanak Dev Ji, and the other is Kartarpur Sahib (Narowal), which was established in 1521 by the first Sikh Guru, Guru Nanak Dev Ji. Hindu temples represent the practices and diverse traditions within the Hindu community. These are unique in their architectural designs, and

they are used for cultural, festival, and religious celebrations by the Hindu community. The most famous and revered temples are the 'Katas Raj Temples' in Chakwal, Punjab. Christian churches represent the Christian community of Punjab. These are the centres for worship and religious teachings for Christians. Sacred Heart Cathedral, Lahore; St Mary's Cathedral, Multan; St Andrew Church, Lahore; St John's Church, Jehlum; and the Holy Trinity Cathedral Church at Sialkot are some of the famous churches in the province of Punjab. Through this religious identity tool, the message is conveyed that the land of Punjab reflects religious pluralism and social cohesion. Visitors belonging to any religious and ethnic community are free and secure to visit their places of worship.

g. Mughal and Pre-Mughal architecture

The Mughal and Pre-Mughal era has a rich historical legacy and architectural heritage. Moreover, the architectural styles reflect the era of different empires and kingdoms, like the Ghaznavids, Delhi Sultanate, Ghurids, Mughals, etc. These reflect the powers, authority, ambitions, and aspirations of the ruling class of that era. Historical and cultural sites like Badshahi Mosque, Lahore Fort, Sheikhpura Fort, and Shalimar Gardens are globally recognized tourist destinations due to their architectural and cultural significance. Punjab is home to a multicultural heritage, and hundreds of historical sites symbolize pride and connect us with the glorious past. Thus, through such identical language, visitors crazy to visit the architectural sites are encouraged to visit the land of Punjab.

Ad.No. 3

a. Bahria Sky as an identity

The Bahria Sky is portrayed as a distinguished and beyond-the-convention project. The phrases i.e. "the tallest building in Bahria Orchard" and "a First of Bahria Town" show the uniqueness of Bahria Sky and distinguish it from building structures available in the surroundings. Moreover, the Bahria Sky is labelled as the "masterpiece" by OZ builders, as well as it is labelled as a new type of building structure with all imaginable advanced-level facilities. Bahria Sky is portrayed as a transformative urban icon, and people who choose Bahria Sky are labelled as modern and status conscious. Thus, the Bahria Sky is described and identified as a housing project that is a perfect example of luxuriousness and uniqueness. The phrases are used to make the audience believe and convince them to invest in the Bahria Sky project.

b. The tallest building in the Bahria Orchard

In the phrase "the tallest building in Bahria Orchard standing 200 feet tall," all focus is on the size and dominance which shows the distinctiveness of the project. Through the reference to "the tallest building," the identity is constructed that this building is distinct and advanced from all other buildings around. Thus, through this identity of "the tallest building in the Bahria Orchard," people are urged to become part of the Bahria Sky so they may be known as members of a building that is the tallest.

Ad.No. 4

a. The aspirational consumer

Phrases such as "luxury living," "dream home," and "aspirations meet reality" show that human beings are construed as consumers in search of comfort, personal fulfilment, and social status through material acquisition i.e., an exclusive and luxurious house. Thus, in this advertisement, the identity of an aspirational consumer is constructed taking into account the basic human wish for a luxury and modern home. Hence, this identity is used to convince and encourage a greater

audience to purchase their dream home in this housing scheme without considering the consequences of wider urban development on the ecological health of the ecosystem.

b. The secure family

The phrase "comfort, elegance, and security for your family" highlights and tailors the well-being of humans in a safe and luxurious house. The identity of the secure family is constructed to attract a wider-level audience that if they want a safe and secure home along with comfort and luxury living, then this is the right choice. Thus, this identity promotes the luxury and comfort of human beings without considering its effects on the natural environment; therefore, such identity construction is ecologically destructive following the ecosophy of the study.

c. Nature as a commodity

Throughout the text, nature is presented as a commodity and reduced to a recreational and aesthetic asset for human pleasure rather than a living and dynamic part of the physical environment. Hence, this advertisement portrays nature as a source of enjoyment for humans without acknowledging its intrinsic value and worth for the natural environment. Thus, such identities which commodify and portray nature as a sellable product are ecologically destructive.

d. Infrastructure as progress

The phrase i.e. "modern infrastructure" and "state-of-the-art amenities" show the building structures as symbols of progress and happiness while ignoring their potential ecological consequences. Infrastructure is framed as inherently positive, but it often leads to soil sealing, habitat fragmentation, and greenhouse gas emissions. Henceforth, this identity positions modern infrastructure as positive without considering the footprints of urbanization and wider-level development. Thus, this identity is ecologically destructive because it encourages infrastructure development and a modern lifestyle and does not consider the primary role of nature.

5. DISCUSSION

The results show that in the tourism ads, identities related to the mountains, the sea, rivers, deserts, historical and famous places, forts, UNESCO World Heritage Sites, religious sacred and worship places, cultural diversity, architectural designs, the oldest civilization, and natural beauty are constructed to convince tourists worldwide to visit the target destinations. In the real estate ads, identities related to corporate representation, tallest buildings, cultural and global, exclusiveness and luxuriousness, economic and social security, nature, infrastructural development, technological advancement, and modern urban lifestyle urge the audience to invest in the advertised housing projects. Tourism identities mainly focus on beautiful landscapes and natural resources, while the identities used in real estate ads focus on luxuriousness and infrastructure development. Identities used in both tourism and real estate ads mainly focus on getting more tourists and customers for the said housing projects.

The results of the present study are in alignment with many ecological discourse analysis studies on the discourse of advertisements. Tourism and real estate ads motivate the audience to visit the target destination and purchase a house in the advertised housing project. Advertisements do not claim their stories are truthful, but they construe these fascinatingly and naturally so that they look real. Following Crystal (2010b), advertisements describe myths as realities. Further, the language used in advertisements is often concrete and vivid. Similarly, tourism and real estate ads in this study do not provide much information regarding nature protection or ecotourism. The analysis of the study by Ain et al. (2023) found that there is complete or partial nature exclusion, and further, the ads discourse prioritizes human-made products instead of nature itself. Identities used in the tourism ads encourage overtourism, and nature is commodified, as well as natural resources

described in abundance, leading to manipulation. The identities used in these advertisements underestimate nature. Environmental impacts of tourism are natural resources depletion, loss of biodiversity, and ecosystem degradation (Nigar, 2018). The social kind of tourism impact is cultural and traditional variations, and insecurity to dogmatic standards of local communities (Fredline, 2002). A study by Istianah and Suhandano (2022) based on the Kalimantan tourism website concludes that tourism texts mostly contain appraisal patterns focusing on the physical surroundings, richness, beauty of nature, underwater life, and endangered species to attract more tourists. The website uses many positive words, especially to attract international tourists. Anthropocentric language is used on the website. Nature is displayed as commodified. Issues like over-tourism and tourismphobia have gained the attention of those concerned in recent years (Milano et al., 2019). Ecolinguists and critical discourse analysts have raised their concerns regarding tourism promotion language strategies, as linguistic structures encourage more tourists and describe natural sources as objects to be conquered and humans as subjects who are there to enjoy and conquer nature. It is the basic job of ecolinguistics to find equal linguistic strategies to create balance between nature and humans, as well as to create respect for nature in human minds (Mühlhäusler & Peace, 2001; Stamou & Paraskevopoulos, 2004).

Zhang (2018) investigates 20 real estate ads and finds that advertisements emphasize growthism, classism, and anthropocentrism and ignore the human-to-nature relationship. He recommends that real estate ads' discourse should be ecologically compliant, and social benefits should be discussed alongside economic benefits. It is difficult to give up the human centrality approach and adopt ecocentric ideas, so it is the job of linguists to guide real estate advertisers and advertising strategy makers to be ecologically compliant (Zhang, 2018). A study by Yousaf et al. (2024) uncovers that advertisements in developing countries like Pakistan often use misleading eco-friendly language, which harms the environment and public health. Advertisement discourse, rather than promoting genuine environmentalism, relies on persuasive adjectives to drive consumerism. The linguistic analysis shows that such advertising leads to deforestation, bird overhunting, and excessive fertilizer use. Ultimately, the study challenges traditional advertising language in Pakistan that falsely boosts products as eco-friendly while encouraging unsustainable consumption. Additionally, advertisements construct emotional connections that blur the line between necessity and desire (Javed, Fatima, & Imran, 2025). To conclude, the results of the present study show that identities used in tourism and real estate advertisements are ecologically destructive, because these commodify nature and promote a luxurious lifestyle without considering its consequences for the physical environment.

6. CONCLUSION

The identities used in tourism advertisements promote natural objects as a commodity to be enjoyed, conquered, explored, and consumed. The ads discourse, i.e. identities, along with natural sights, highlights the historical, religious, archaeological, and cultural sites to enrapture more tourists. Through the use of identities, natural objects are described in plenty, as a source of pleasure always ready to make people cheerful, and this, consequently, can encourage people to maltreat these resources. Landscapes, rivers, and mountains are portrayed as objects separate from human beings, available in abundance, and language in use creates differences and distance between nature and human beings; therefore, these identities are labelled as ecologically destructive. Just like other products, tourism sponsors more consumerism and consumption of natural resources, which can destroy natural resources and lead to a reduction in cultural diversity. Furthermore, the pressure of tourists in a specific area will lead to the construction of hotels,

markets, roads, and residences for the tourists, which, as a result, will cause deforestation. In addition, a large number of tourists in any area can cause damage to natural beauty and animal habitats and affect the local ecosystem. The basic ideology behind these ads is to gain economic benefits from the arrival of tourists, which is devastating from an ecolinguistic perspective.

Moreover, in the real estate ads, through the use of identities, nature is integrated into urban living and is displayed as a product available for human enjoyment and aesthetics. Nature is aligned with beauty and recreation rather than its primary role in ecological wellness. The identities promote luxuriousness and urban development. Identities used in the real estate ads focus on consumerist and aesthetic ideals rather than ecological benefits. The text shows that sustainability responsibility is marketed, not practiced. Overall, the language is persuasive and is used as a marketing tool to convince the audience. The dominant identities in the advertisement are ecologically destructive because these prioritize material wealth, human comfort, and urban development rather than ecological health and efforts for the sustainability of the ecosystem. The dominant narrative of overconsumption and development overshadows the eco-conscious identity and proves this ecological touch as a superficial attempt. Thus, identities used in tourism and real estate advertisements in Pakistan are ecologically destructive because these influence and convince the audience toward overconsumption, promote luxuriousness, and underestimate nature. For a sustainable environment, these identities need to be replaced with identities that emphasize interconnectedness with nature, environmental stewardship, and a real commitment to genuine sustainability.

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