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**ECO-FRIENDLY CLAIMS, PROFIT DRIVEN MOTIVES:
EXAMINING CORPORATE DISCOURSE IN MULTINATIONAL
FIRMS**



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Abstract

In the contemporary corporate landscape, multinational organizations increasingly use ambivalent discourses to project an image of environmental responsibility while maintaining profit-driven operations. This study investigates how corporations construct such ambivalent narratives on their official websites and statements, emphasizing ecological initiatives without fully addressing the environmental harm caused by their core business practices. Employing a qualitative research design, the study analyzes textual data from the official websites of four major corporations: Coca-Cola, Saudi Aramco, L'Oréal Paris, and Apple. Critical Discourse Analysis (CDA), adapted through an eco-linguistic lens, is used to examine how language strategies—such as positive framing, selective lexicalization, and omission—serve to foreground sustainability while concealing environmental risks. Findings reveal that ambivalent corporate discourse consistently prioritizes profitability over genuine ecological responsibility, creating a carefully constructed green image that may mislead stakeholders. The study contributes to understanding the ideological and ecological implications of corporate communication and offers a model for analyzing beneficial, destructive, and ambivalent discourses in future research.

Keywords: *Ambivalent discourse; Corporate communication; Eco-linguistics; Critical Discourse Analysis (CDA); Sustainability Corporate ideology.*

1. Introduction

Human existence is inherently embedded within the environment, making it an indispensable component of life. At the same time, contemporary society is characterized by an overwhelming presence of textual and digital communication, particularly through social media and other forms of mediated discourse. Individuals are constantly exposed to a wide range of narratives and discourses that shape their understanding of themselves and the world around them. These discourses play a crucial role in constructing meaning, influencing how individuals perceive their identities, aspirations, and social realities (Fairclough, 1995). When such meaning-making processes become stabilized and internalized, they form what is commonly understood as ideology (van Dijk, 1998).

Two significant observations can be made regarding ideology. First, ideology is not singular or fixed; rather, multiple ideologies coexist, and individuals often align themselves with several ideological positions simultaneously (Althusser, 1971). Second, ideology is not formed in isolation but is expressed, reproduced, and transformed through discourse. Consequently, discourse serves as a powerful mechanism through which ideologies are shaped, negotiated, and potentially altered, thereby influencing individuals' perceptions of who they are and what they aspire to become (Fairclough, 1992; van Dijk, 2006).

In parallel, the contemporary world is also defined by the dominance of corporate structures that primarily operate on profit-driven motives. While profitability remains central to the sustainability of

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the corporate sector, increasing global awareness of environmental degradation has posed a significant challenge to these economic priorities. In recent years, environmental concerns such as climate change, resource depletion, and ecological imbalance have gained prominence, compelling corporations to respond to growing public scrutiny (Stibbe, 2015).

In response to this tension between profit maximization and environmental responsibility, corporations have increasingly adopted what may be described as *ambivalent discourse*. Such discourse strategically blends environmental rhetoric with corporate interests, often presenting organizations as environmentally responsible while simultaneously promoting practices that may not fully align with ecological sustainability. In this way, corporate communication frequently operates under the guise of “green” or environmentally conscious narratives, subtly advancing corporate agendas while appearing to support environmental protection. This phenomenon is closely related to what scholars identify as “greenwashing,” where environmental claims are used to enhance corporate image without substantial ecological commitment (Delmas & Burbano, 2011).

The present study aims to explore and critically examine the use of ambivalent discourse within corporate communication. Specifically, it investigates how corporations construct and deploy environmentally oriented narratives to negotiate the tension between ecological responsibility and economic objectives.

Methodologically, this research adopts a qualitative approach, focusing on textual data derived from various corporate websites. The study employs Critical Discourse Analysis (CDA) as both a theoretical framework and an analytical tool to examine the underlying ideological structures embedded within corporate discourse (Fairclough, 2013). Furthermore, to align with the principles of ecolinguistics, CDA has been adapted to better capture the ecological dimensions of language use, enabling a more nuanced analysis of how environmental meanings are constructed and represented in corporate texts (Stibbe, 2015).

In recent decades, the relationship between language, ideology, and power has gained increasing attention across disciplines such as linguistics, media studies, and environmental humanities. Discourse is not merely a neutral medium of communication; rather, it actively constructs social realities and legitimizes particular worldviews while marginalizing others (Fairclough, 2013). Within this framework, environmental issues are not only scientific or material concerns but also discursive phenomena shaped by the ways they are represented in language (Stibbe, 2015). The narratives surrounding environmental sustainability, therefore, play a critical role in influencing public perception, policy-making, and consumer behavior.

Corporate communication has increasingly incorporated environmental themes as sustainability becomes a central concern in global discourse. Organizations now strategically employ environmentally friendly language, symbols, and narratives to construct a responsible public image. However, such representations are often selective and strategically framed, emphasizing positive environmental actions while downplaying or omitting environmentally harmful practices (Delmas & Burbano, 2011). This selective representation highlights the persuasive and ideological nature of corporate discourse, where language is used not only to inform but also to influence and manage public perception.

Despite the growing body of research on corporate environmental communication and greenwashing, limited attention has been paid to the nuanced ways in which ambivalence operates within corporate discourse, particularly from an ecolinguistic perspective. Most studies focus on identifying misleading claims, but fewer explore how conflicting ideologies are simultaneously constructed and

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sustained within the same discourse. Furthermore, there is a lack of qualitative, discourse-oriented analyses that examine how corporate websites—key platforms of institutional communication—serve as sites for ideological negotiation. This study seeks to address this gap by providing a detailed critical discourse analysis of corporate environmental narratives.

1.1 Research Questions

This study is designed to explore the following research questions:

1. In what ways do multinational corporations construct and utilize ambivalent discourse within their official websites and corporate communications?
2. What strategic intentions or institutional factors influence the incorporation of ambivalent discourse in such communications?

1.2 Objectives of the Study

The primary objectives of this study are:

1. To investigate the forms and functions of ambivalent discourse in the official communications of multinational corporations.
2. To critically assess the environmental and ecological consequences of such discourse, particularly in relation to its role in shaping perceptions of sustainability.

2. Literature Review

Human beings interpret and navigate the world through ideologies, which are shaped and reinforced by the narratives or “stories” embedded in discourse. These stories play a fundamental role in constructing meaning and guiding human perception. Before engaging with the central concerns of this study, it is essential to clarify some key conceptual foundations.

Discourse, in this study, is understood as the conventionalized ways in which social groups employ language, images, and other semiotic resources to represent reality (Stibbe, 2015). It is not merely a neutral vehicle of communication but a structured and socially situated practice that reflects and reinforces particular worldviews. Closely related to discourse is the concept of ideology. Ideology can be defined as a system of shared beliefs about how the world has been, how it currently is, and how it ought to be (Stibbe, 2015). These belief systems are collectively held by members of specific social groups and are continuously reproduced and negotiated through discourse.

The repeated use of particular discourses contributes significantly to the formation and reinforcement of identity. From an ecolinguistic perspective, discourses can broadly be categorized into three types: destructive, beneficial, and ambivalent (Stibbe, 2015). Destructive discourses contribute to environmental degradation by promoting harmful ideologies, while beneficial discourses support ecological sustainability. Ambivalent discourse, however, occupies a complex middle ground. As noted by Stibbe (2015), ambivalent discourse contains elements that are simultaneously constructive and destructive, making it difficult to categorize in purely positive or negative terms (p. 29). Such discourse reflects underlying contradictions, particularly in contexts where competing interests—such as environmental responsibility and economic growth—intersect.

Central to ecolinguistics is the notion that discourses and ideologies function as “stories we live by” (Stibbe, 2015). These stories shape how individuals perceive their relationship with the natural world and influence their behaviors accordingly. However, these narratives are neither fixed nor inherently truthful; they are socially constructed and, therefore, open to critique and transformation. This

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perspective highlights the importance of critically examining discourse in order to uncover the ideological assumptions embedded within it.

The dynamic relationship between discourse and ideology is further explained through frameworks such as Ideological Interaction Theory. According to this perspective, ideologies are not static but are continually shaped through various forms of interaction, including textual, social, and digital exchanges. As argued by Gayawali (2020), texts play a crucial role in both constructing new ideologies and reinforcing existing ones. Discourse operates at multiple levels, and the interaction between these levels produces evolving forms of ideology. This suggests a reciprocal relationship: discourse shapes ideology, and ideology, in turn, influences the production and interpretation of discourse. Such a bidirectional process underscores the persuasive power of texts in shaping collective beliefs and social realities.

The emergence of ambivalent discourse in corporate communication can also be understood in relation to the historical development of environmental awareness and green politics. The roots of modern environmentalism can be traced back to the 1960s, when growing public concern about environmental degradation began to gain global attention (Dyer, 2018). During this period, it became increasingly evident that human activities were leading to the overexploitation of natural resources, raising concerns about future scarcity. By the 1970s, these concerns culminated in international efforts such as United Nations conferences on environmental issues, which laid the groundwork for environmental policy-making and global cooperation.

The 1980s witnessed the rise of green political movements and the development of green theory, which sought to address critical questions regarding sustainable industrial practices and environmental conservation (Dyer, 2018). These developments also contributed to the growth of interdisciplinary fields such as ecology and political ecology. Political ecology, in particular, emerged as a field concerned with examining the relationships between political, economic, and environmental systems, emphasizing the urgent need for sustainable governance and policy interventions.

In the contemporary global context, international organizations such as the United Nations Industrial Development Organization (UNIDO) play a significant role in promoting environmental sustainability. According to UNIDO (n.d.), the concept of a “green industry” refers to an economic system that prioritizes growth while ensuring environmental protection and public health. This includes promoting environmentally responsible investments, encouraging the sustainable use of resources, and supporting international environmental agreements such as the Stockholm Convention and the Montreal Protocol, which aim to protect human health and the ozone layer, respectively. UNIDO also emphasizes the importance of providing access to modern and renewable energy, particularly for underprivileged populations, thereby linking environmental sustainability with social equity.

Despite these global initiatives and growing awareness, there remains a significant gap between environmental commitments and actual implementation. As highlighted by Harrabin (2021), governments often demonstrate a lack of urgency and coherence in addressing environmental challenges. For instance, policy frameworks such as long-term environmental plans may lack clear strategies, adequate funding, and practical execution mechanisms. Harrabin (2021) notes that even when governments publicly commit to sustainability goals, these commitments are not always supported by concrete action or financial planning. This disconnect underscores the broader issue of institutional inertia and raises questions about the effectiveness of environmental governance.

The persistence of such gaps between discourse and practice further reinforces the importance of

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critically analyzing institutional and corporate communication. It suggests that environmental discourse, particularly when used by powerful entities such as corporations and governments, may not always reflect genuine commitment but can instead serve strategic or ideological purposes. This provides a strong rationale for examining ambivalent discourse within corporate contexts, as it enables a deeper understanding of how environmental narratives are constructed, negotiated, and potentially manipulated.

3. Research Methodology

The present study adopts a qualitative research design, as its primary focus is the exploration and interpretation of discourse produced by corporate organizations. Qualitative methodology is particularly suitable for this research because it facilitates an in-depth analysis of textual and discursive data, enabling the researcher to uncover underlying meanings, ideologies, and patterns embedded within language (Creswell, 2014). Since the nature of the data is non-numerical and interpretive, quantitative methods were considered inappropriate for achieving the objectives of the study.

The primary data for this research consist of discursive materials extracted from the official websites of selected multinational corporations. These texts include corporate statements, sustainability reports, and other forms of institutional communication that reflect the organizations' environmental positioning. In addition to primary data, relevant secondary sources—such as academic literature, reports, and supporting documents—were also consulted to provide contextual depth and support the analysis.

A total of seven corporate websites were initially surveyed for data collection. However, following a process of critical evaluation and selection, four corporations were chosen for detailed analysis: The Coca-Cola Company, L'Oréal Paris, Saudi Aramco, and Apple. The selection was guided by the need to ensure diversity in terms of industry sectors and global influence. These corporations operate in distinct domains—beverages, cosmetics, energy, and technology—thereby offering a broad spectrum of discursive practices for analysis. The data were purposively sampled and refined to ensure relevance to the research objectives, particularly focusing on texts that engage with environmental and sustainability themes.

3.1 Conceptual Framework

This study is conceptually grounded in qualitative inquiry, emphasizing the interpretive analysis of language as a social and ecological phenomenon. The data collection process primarily relied on online sources, reflecting the increasing significance of digital platforms in corporate communication. Once collected, the data were systematically filtered and organized to align with the aims of the study. The analytical process is informed by an ecolinguistic perspective, which involves examining how language constructs and represents relationships between humans and the natural environment (Stibbe, 2015). In this context, the selected discourses are analyzed to identify the ways in which ecological meanings are embedded, negotiated, or obscured. The study seeks to uncover whether these discourses promote environmentally sustainable narratives, undermine ecological concerns, or exhibit ambivalence by combining both tendencies. Thus, the conceptual framework integrates discourse analysis with ecological awareness to provide a nuanced understanding of corporate communication.

3.2 Theoretical Framework

The theoretical foundation of this study is rooted in Critical Discourse Analysis (CDA), which serves as both a methodological tool and an analytical lens. CDA is concerned with examining the relationship between language, power, and ideology, particularly how discourse contributes to the construction and maintenance of social realities (Fairclough, 2013). It enables the researcher to critically investigate how corporate texts may reproduce or challenge dominant ideologies, especially in the context of environmental discourse.

For the purposes of this study, CDA has been adapted to incorporate an ecolinguistic orientation. While traditional CDA focuses on issues of power and inequality, this modified approach extends the analysis to include ecological implications, thereby aligning with the principles of ecolinguistics. The study operates on the assumption that ambivalent discourses are not neutral; rather, they are ideologically loaded and may serve strategic purposes within corporate communication.

Unlike grounded theory, which aims to generate new theoretical frameworks, the present study utilizes an existing theoretical model and adapts it to suit its research objectives. CDA, in this case, functions as a cohesive analytical framework that guides the interpretation of data while allowing for flexibility in addressing ecological concerns. Through this integrated approach, the study seeks to reveal the complex interplay between discourse, ideology, and environmental representation in corporate texts.

4. Data Analysis

From a linguistic and critical perspective, ambivalent discourse is a pervasive feature of contemporary corporate communication. Corporations operate within a complex socio-economic context where they are simultaneously subjected to increasing societal pressure to adopt environmentally responsible practices and driven by the imperative of profit maximization and expansion. These two forces—environmental responsibility and corporate profitability—often appear contradictory; however, corporate discourse attempts to reconcile them through strategic language use.

The following analysis examines selected discourses from multinational corporations to demonstrate how ambivalence is constructed and deployed. Specifically, it aims to show that such discourse functions to foreground a positive corporate image while obscuring or backgrounding environmentally detrimental realities. Ambivalent discourse, in this context, refers to communicative practices that simultaneously invoke environmental concern and corporate interest. It is important to emphasize that such discourse is not neutral; rather, it is ideologically loaded and often prioritizes corporate objectives while presenting environmental responsibility as a secondary or supportive concern.

A case in point is The Coca-Cola Company, one of the largest beverage corporations globally. The environmental and health implications associated with its products and production processes are well documented. Carbonated beverages have been widely criticized for their negative health impacts, while industrial practices—such as the disposal of chemical waste into water bodies—pose serious ecological risks. However, these concerns are notably absent from the company's official website discourse.

Instead, the corporate narrative prominently features environmentally appealing imagery and slogans such as “Our planet matters” (The Coca-Cola Company, 2021). The use of such language exemplifies how corporations employ positive lexical choices and visual symbolism to construct an environmentally responsible identity. Furthermore, initiatives such as recycling campaigns are

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emphasized as central components of corporate sustainability efforts. While recycling is undeniably a constructive step, its representation within corporate discourse often functions as a strategic tool for image management rather than a comprehensive solution to environmental challenges.

For instance, The Coca-Cola Company claims that it “aims” to create a “world without waste,” envisioning a future in which every bottle and can is collected and recycled. Additionally, the company states its intention to reduce its carbon footprint by 25% by 2030, relative to 2015 levels, and to implement sustainable packaging practices (The Coca-Cola Company, 2021). Linguistically, these statements are framed in positive and forward-looking terms; however, they rely heavily on modal expressions such as “aims,” which indicate intention rather than guaranteed action. This strategic use of modality creates a sense of commitment while simultaneously allowing flexibility in implementation.

A closer critical examination reveals the underlying ambivalence in such discourse. Despite the emphasis on sustainability, the company continues to rely heavily on plastic packaging, which is widely recognized as environmentally problematic due to its limited recyclability and the harmful byproducts generated during recycling processes. Moreover, the discourse largely omits discussions of human health impacts, which are integral to ecological well-being. This omission is significant, as it highlights the selective nature of corporate environmental narratives.

From an ecolinguistic perspective, such patterns illustrate how corporate discourse constructs a partial and strategically curated version of reality. Environmental responsibility is acknowledged, but only to the extent that it aligns with corporate interests. Consequently, the discourse reflects a hierarchical prioritization in which profit-driven objectives remain central, while environmental concerns are incorporated in a controlled and often superficial manner.

Another significant example of ambivalent discourse can be observed in the case of Saudi Aramco, one of the most profitable corporations globally and a leading entity in the petroleum industry. As a company fundamentally engaged in the extraction and processing of fossil fuels, its operations are intrinsically linked to environmental degradation, particularly in terms of carbon emissions and resource depletion. Given the nature of its industrial activities, the company’s relationship with environmental sustainability is inherently complex and, to a large extent, contradictory.

Despite this, Saudi Aramco’s official discourse emphasizes environmental responsibility through statements that highlight commitments to reducing carbon emissions and preserving biodiversity. For instance, sections of its website include headings such as “Protecting natural resources” (Saudi Aramco, 2021). At a surface level, such expressions project an image of ecological awareness and responsibility. However, a critical reading reveals a fundamental contradiction: the company’s economic viability depends on the continued extraction and consumption of natural resources, raising questions about the extent to which such claims can be realized in practice.

Furthermore, the company’s commitment to reducing carbon emissions is often framed in a limited and strategic manner. As noted by Saba and Azhar (2021), the focus tends to be on minimizing emissions generated during production processes rather than addressing the far greater environmental impact of the end-use of fossil fuels. This distinction is crucial, as it demonstrates how discourse can selectively frame environmental responsibility to align with corporate interests while avoiding broader accountability.

Additional ambivalence is evident in leadership statements. While the Chief Executive Officer has articulated a goal of achieving “net-zero” emissions from operational activities by 2050, there are concurrent assertions emphasizing the need for increased investment in oil production due to

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declining global spare capacity (Saba & Azhar, 2021). These seemingly conflicting positions illustrate the internal tensions within corporate discourse, reflecting the broader contradiction between environmental commitments and economic imperatives.

Such inconsistencies are not unique to Saudi Aramco but are also observable in other multinational corporations, as previously discussed. They point toward underlying structural tensions within the corporate sector, where the pursuit of profitability often conflicts with the demands of environmental sustainability. This dichotomy gives rise to ambivalent discourse, which attempts to reconcile these opposing forces without fully resolving them.

A similar pattern can be identified in the discourse of L'Oréal Paris, a global leader in the cosmetics and beauty industry. The production processes associated with beauty products can generate significant amounts of chemical waste and environmental pollution. Nevertheless, the company's official communication prominently features sustainability-oriented narratives. Phrases such as "Reducing the weight of our products," "Using 100% recycled plastic," "Eco-friendly formulas," and "Investing in environmental projects" are strategically employed to construct an environmentally conscious corporate identity (L'Oréal, 2021).

While these statements indicate a degree of environmental awareness, they also reflect a form of selective representation. The discourse emphasizes incremental improvements and sustainability initiatives without addressing the broader environmental impact of large-scale production and consumption. In this sense, the language used is both promotional and strategic, foregrounding environmentally positive actions while backgrounding systemic issues related to industrial pollution. As with other corporations, the primary focus remains on sustaining business operations and profitability, with environmental considerations integrated in a limited and controlled manner.

Apple, one of the most valuable corporations in the world, provides another compelling example of ambivalent discourse. The company positions itself as a leader in environmental sustainability, claiming carbon neutrality and setting a goal for all its products to achieve the same status by 2030 (Apple, n.d.). It also highlights initiatives such as the use of recycled materials, energy-efficient product design, and trade-in programs aimed at reducing electronic waste.

One notable example is Apple's decision to exclude chargers from iPhone packaging, framed under the slogan "One less thing." This move is justified in environmental terms, suggesting that reducing electronic accessories will minimize waste and lower carbon emissions. However, a critical analysis reveals a more complex picture. While the policy may reduce packaging and material use, it simultaneously shifts the burden onto consumers who do not already possess compatible chargers, requiring them to purchase these accessories separately.

From a critical perspective, such strategies can also be interpreted as mechanisms for reinforcing corporate dominance and profitability. Programs like "trade-in" not only promote recycling but also encourage brand loyalty and continuous consumption within the company's ecosystem. Thus, while the discourse emphasizes environmental responsibility, it also aligns closely with corporate interests, illustrating the dual function of ambivalent discourse.

Overall, the analysis of these corporations demonstrates that ambivalent discourse operates through a combination of positive framing, selective omission, and strategic representation. While environmental concerns are acknowledged, they are often subordinated to economic priorities. This reinforces the argument that such discourse is not neutral but ideologically driven, serving to construct a favorable corporate image while maintaining existing structures of production and consumption.

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Table 1

Corporation	Key Discourse Features	Examples from Text	CDA Strategies Identified	Type of Ambivalence	Ecological Implications
The Coca-Cola Company	Positive environmental framing; focus on recycling and sustainability goals	“Our planet matters”; “World without waste”; “Aims to reduce carbon footprint by 2030”	Use of modality (<i>aims</i>), positive lexicalization, omission of harmful practices	Environmental concern vs continued plastic production	Downplays pollution and health impacts; vs promotes partial sustainability while maintaining harmful production
Saudi Aramco	Emphasis on environmental protection despite fossil fuel dependency	“Protecting natural resources”; “Net-zero by 2050”	Contradiction, selective framing, strategic limitation of responsibility	Sustainability claims vs reliance on oil extraction	Ignores end-use emissions; shifts focus to operational emissions only
L’Oréal Paris	Promotion of eco-friendly initiatives and sustainable branding	“100% recycled plastic”; “Eco-friendly formulas”; “Reducing product weight”	Positive framing, promotional discourse, backgrounding industrial pollution	Sustainability initiatives vs mass production impacts	Highlights minor improvements while ignoring large-scale environmental damage
Apple	Technological sustainability and innovation discourse	“Carbon neutral”; “One less thing”; “Trade-in program”	Framing, justification strategies, ideological positioning	Environmental responsibility vs profit-driven strategies	Encourages consumption through controlled recycling; shifts cost burden to consumers

5. Discussion

The analysis of corporate discourses in this study demonstrates that ambivalent discourse is a pervasive strategy used by multinational corporations to navigate the tension between profitability and environmental responsibility. Across all four corporations—Coca-Cola, Saudi Aramco, L’Oréal Paris, and Apple—the texts consistently foreground positive environmental claims while backgrounding or omitting practices that may be harmful to the environment. This aligns with the theoretical expectation that discourse is ideologically loaded and serves strategic corporate purposes (Fairclough, 2013; Stibbe, 2015).

In the case of Coca-Cola, sustainability initiatives such as recycling and carbon footprint reduction

are emphasized, yet the company continues to rely heavily on plastic packaging and industrial processes that produce significant ecological harm. Similarly, Saudi Aramco promotes biodiversity and carbon reduction while its core operations contribute directly to global emissions. These contradictions highlight the inherent tension in corporate discourse, where environmental rhetoric is subordinated to economic interests (Saba & Azhar, 2021).

L'Oréal Paris and Apple also illustrate this pattern. L'Oréal emphasizes recycled materials and eco-friendly formulas, but the scale of production ensures that environmental risks remain significant. Apple frames technological innovations and trade-in programs as eco-friendly measures, but these initiatives are closely tied to maintaining market dominance and consumer dependency. Across all cases, the ambivalence in discourse is revealed through strategic framing, selective lexicalization, and omission of critical environmental impacts.

The findings support the notion that ambivalent discourse functions as a tool for constructing a positive corporate image while maintaining operational and economic objectives. From an ecolinguistic perspective, such discourse subtly shapes public perception of environmental responsibility, without fully addressing systemic ecological challenges. In other words, ambivalent corporate discourses operate as ideologically persuasive narratives that reconcile—or appear to reconcile—corporate profitability with ecological concerns, often privileging profit over genuine sustainability.

In conclusion, the study confirms that ambivalent discourse is not neutral; it is a deliberate linguistic strategy that allows corporations to project environmental awareness while minimizing attention to practices that may harm the environment. This underscores the need for critical engagement with corporate communications, highlighting the value of applying CDA and ecolinguistic analysis to uncover hidden ideological structures and ecological implications.

6. Conclusion

The findings of this study indicate that multinational corporations frequently employ ambivalent discourses to present themselves as environmentally responsible while prioritizing profit. Across the cases analyzed—Coca-Cola, Saudi Aramco, L'Oréal Paris, and Apple—it is evident that environmental initiatives are often framed strategically, emphasizing positive actions while downplaying or omitting practices that may cause ecological harm. This underscores that corporate discourse is ideologically loaded and designed to maintain a favorable public image without fundamentally challenging profit-driven operations.

While the study acknowledges that even small initiatives—such as recycling programs, eco-friendly packaging, or energy-efficient product design—are better than inaction, it also highlights the limitations of these measures when they serve primarily as marketing or strategic tools. The corporate world operates within the logic of capitalism and consumerism, making immediate or radical environmental transformations impractical. Instead, gradual and incremental improvements, guided by transparency and critical engagement, are both realistic and constructive.

This research demonstrates the importance of critically analyzing corporate discourse, particularly through the lens of Critical Discourse Analysis and ecolinguistics, to uncover hidden contradictions and ideological motives. The study has practical implications for students, academics, and the general public, offering insights into how corporate communications shape perceptions of environmental responsibility. Furthermore, the analytical model used in this study can be extended to examine other forms of corporate discourse, including beneficial and destructive narratives, across diverse industries

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and cultural contexts.

Ultimately, the study suggests that progress in corporate environmental responsibility depends not only on corporate initiatives but also on informed engagement from society, academia, and policy-makers. By acknowledging positive efforts, critiquing harmful practices, and promoting collaboration, stakeholders can encourage corporations to adopt genuinely sustainable strategies that align economic objectives with ecological stewardship.

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