

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

<https://llrjournal.com/index.php/11>

**FROM HASHTAGS TO ACTION: AN ECOLINGUISTIC STUDY
OF CLIMATE CHANGE NARRATIVES ON SOCIAL MEDIA**



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Abstract

In the digital era, social media has become a central platform for environmental advocacy, shaping perceptions, ideologies, and engagement with climate change. This study examines the linguistic strategies employed in social media climate campaigns through an ecolinguistic and critical discourse analysis lens. The research investigates how metaphors, emotive language, slogans, hashtags, and symbolic imagery construct environmental awareness and influence audience behavior. Findings reveal that while these campaigns effectively foster empathy, moral responsibility, and a sense of collective ecological identity, they also exhibit discursive ambivalence. Ambivalence arises when urgent ecological messaging is paired with solutions emphasizing individual consumer behavior, potentially limiting transformative action. The study highlights the dual role of social media discourse: it educates and mobilizes audiences while negotiating the tension between ethical imperatives, organizational priorities, and audience engagement. This research contributes to ecolinguistics by demonstrating the power of language in constructing ecological ideologies and mediating human-nature interactions in digital spaces, offering valuable insights for environmental communicators, scholars, and policy-makers.

Keywords: *Ecolinguistics, Social Media, Climate Change Discourse, Metaphor, Emotive Language, Hashtags, Ideology, Ambivalence*

1. Introduction

In the digital era, social media has emerged as a powerful tool for disseminating information, shaping public opinion, and mobilizing collective action. Platforms such as Twitter, Instagram, and Facebook have transformed the ways in which environmental organizations and climate campaigns communicate, enabling them to reach global audiences instantaneously. Beyond merely providing information, the language used in these campaigns actively constructs realities, frames issues, and persuades audiences, thereby shaping public perceptions and environmental ideologies (Stibbe, 2015). In this sense, language functions not just as a neutral medium but as a strategic instrument for both awareness and influence.

Climate change discourse on social media often navigates a delicate tension between raising awareness and maintaining audience engagement. On the one hand, campaigns aim to convey the urgency of ecological crises—such as global warming, biodiversity loss, deforestation, and unsustainable resource extraction—while simultaneously seeking to attract followers and encourage social media interaction. To achieve this, posts frequently employ metaphors (e.g., “Earth is burning,” “Oceans are suffocating”), emotive language (e.g., “Our planet is suffering,” “Future generations are at risk”), and hashtags (e.g., #ClimateAction, #FridaysForFuture, #ThereIsNoPlanetB) that dramatize the issues, evoke emotional responses, and stimulate online engagement (Fairclough, 2013). While these strategies can increase visibility and foster concern, they may also produce ambivalent effects, where audiences are motivated to engage superficially—such as liking, sharing, or purchasing “eco-

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

friendly” products—without necessarily committing to systemic or transformative ecological action. The rise of social media has also amplified the visibility of climate activism, allowing campaigns led by organizations such as Greenpeace International, Fridays for Future, and the United Nations Environment Programme (UNEP) to reach millions worldwide. These campaigns often balance two competing objectives: promoting urgent climate action and maintaining widespread appeal. For example, while visually striking images of protests or natural disasters capture attention and create urgency, posts that encourage minor personal actions—like recycling or reducing energy use—may inadvertently suggest that individual actions alone are sufficient to address complex global challenges. This creates a tension in communication, producing ambivalent discourse that simultaneously educates, motivates, and limits the depth of engagement (Gyawali, 2020).

From an ecolinguistic perspective, social media climate campaigns do more than inform; they actively construct ideologies about what it means to be environmentally responsible. The language choices embedded in campaign texts—including metaphors, slogans, hashtags, and narrative framing—mediate the relationship between humans and the natural world. They reveal the underlying assumptions, values, and priorities of organizations, highlighting potential tensions between ethical imperatives and practical considerations, such as audience appeal, engagement metrics, or fundraising objectives (Stibbe, 2015). Repeated exposure to strategically crafted messages can shape collective environmental consciousness, influencing attitudes, beliefs, and, potentially, behaviors in ways that may align with or diverge from ecological sustainability goals.

The ambivalence in climate discourse is particularly noteworthy. While campaigns advocate for environmental stewardship, they sometimes reinforce consumerist or market-driven solutions, such as promoting eco-friendly products or technological fixes. Such strategies, although framed positively, may divert attention from systemic issues, including industrial pollution, government policy failures, or corporate environmental exploitation. This duality in discourse highlights the ideological function of language in balancing environmental messaging with organizational or social objectives (Dyer, 2018).

Given the pervasive influence of social media, it is imperative to critically examine how climate change discourse is constructed, communicated, and interpreted. This study applies an ecolinguistic lens combined with Critical Discourse Analysis (CDA) to investigate the strategies employed in climate campaign messaging. By analyzing metaphors, hashtags, slogans, and narrative framing, the study aims to uncover how language shapes perceptions of environmental responsibility, fosters engagement, and potentially perpetuates ambivalence or consumerist tendencies. Understanding these dynamics is essential for both academics and practitioners, as it provides insights into the ideological and ecological implications of social media communication and informs the design of more effective, transparent, and transformative environmental campaigns.

In summary, this research addresses a critical gap in understanding the interplay between language, ideology, and ecological consciousness in digital spaces. By focusing on social media climate campaigns, it offers a contemporary perspective on how linguistic strategies influence both public awareness and environmental action, ultimately contributing to the broader field of ecolinguistics, critical discourse studies, and environmental communication.

1.1 Research Questions

1. How is climate change linguistically represented in social media campaigns?

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Print ISSN: 3006-5887

Online ISSN: 3006-5895

2. What discursive strategies, such as metaphors, slogans, and hashtags, are employed to shape public perceptions of environmental responsibility?
3. To what extent do social media climate campaigns promote genuine ecological action versus superficial engagement or consumerist behavior?

1.2 Objectives of the Study

1. To investigate the linguistic features used in social media climate change campaigns.
2. To analyze the discursive techniques employed to influence environmental awareness and perception.
3. To evaluate the ecological and ideological implications of climate change discourse on social media.

2. Literature Review

Language plays a central role in shaping human perceptions of the environment, mediating both understanding and action. Ecolinguistics, as Stibbe (2015) emphasizes, examines the ways in which language contributes to ecological awareness, sustainability, and the construction of environmental ideologies. In the context of digital platforms, language gains unprecedented reach and influence, allowing environmental messages to circulate globally, frame ecological issues, and construct particular narratives about human-nature relationships. Social media, with its combination of text, images, and hashtags, amplifies the persuasive power of language, making it a critical site for both ideological and ecological analysis.

Critical Discourse Analysis (CDA) provides a theoretical lens for understanding how discourse functions ideologically (Fairclough, 2013). CDA posits that discourse is never neutral; it reflects and reinforces power relations, values, and worldviews. Social media climate campaigns, although often concise, deploy a variety of discursive strategies—metaphors, emotionally charged slogans, and symbolic imagery—to influence audience perception. For example, campaigns frequently personify the Earth as “suffering,” “dying,” or “in danger,” evoking empathy and moral responsibility, while simultaneously framing the issue in ways that align with the organization’s strategic goals. These linguistic choices not only inform audiences but actively shape their environmental consciousness.

Ideological Interaction Theory further illuminates how repeated textual exposure affects beliefs and behaviors. Gyawali (2020) notes that ideologies are reinforced or transformed through sustained interactions with textual and digital content. In the context of climate campaigns, repeated engagement with carefully framed messages can either foster genuine sustainable practices or produce a passive form of concern—what may be termed “eco-ambivalence”—where audiences feel informed but do not take meaningful action. This dynamic highlights the dual role of language as both a tool for education and a potential instrument of superficial engagement.

Green theory in international relations provides an additional lens to understand the strategic motivations behind environmental messaging. Dyer (2018) observes that environmental campaigns often balance ethical imperatives with political, economic, or organizational interests, resulting in ambivalent messaging. Social media campaigns may promote individual behavioral change, technological solutions, or green consumerism, yet simultaneously leave systemic or corporate-driven environmental challenges unaddressed. Such ambivalence underscores the ideological function of language: to present an image of ecological responsibility while navigating competing organizational priorities.

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Print ISSN: 3006-5887

Online ISSN: 3006-5895

Taken together, these perspectives suggest that social media climate discourse operates at the intersection of language, ideology, and ecology. Understanding the discursive strategies used—such as metaphorical framing, emotional appeals, and symbolic representation—is critical for assessing both the ecological effectiveness of campaigns and their broader ideological impact. This study, therefore, seeks to examine these strategies, revealing how social media discourse constructs environmental awareness, shapes public perception, and mediates the balance between genuine ecological action and ambivalent or superficial engagement.

3. Research Methodology

This study adopts a **qualitative research design**, as the primary aim is to examine language use, discursive strategies, and ideological implications in social media climate campaigns. Since the focus is on textual and visual data rather than numerical measurement, qualitative analysis is most appropriate, enabling a nuanced understanding of how language constructs environmental awareness and ideologies (Creswell & Poth, 2018).

3.1 Data Collection

The primary data for this study consist of social media posts from prominent climate campaigns on platforms such as Twitter and Instagram. Selected campaigns include posts by Greenpeace International, Fridays for

Future, and the United Nations Environment Programme (UNEP). These organizations were chosen due to their global reach, consistent messaging, and active engagement in climate-related advocacy. Posts were collected over a six-month period to ensure temporal diversity and capture both ongoing campaigns and high-impact events, such as climate strikes, UN climate conferences, and global environmental awareness days.

Secondary data sources include organizational websites, campaign reports, news articles, and prior scholarly studies that contextualize the selected posts. These complementary sources provide insights into the campaign goals, organizational ideologies, and broader socio-political context, allowing for triangulation and enhancing the reliability of the findings (Patton, 2015).

3.2 Sampling Technique

A purposive sampling strategy was employed to select posts that explicitly address climate change, environmental sustainability, and ecological responsibility. Within the purposive framework, posts were chosen to represent a range of discursive strategies—including metaphorical language, hashtags, slogans, and images—enabling a comprehensive analysis of linguistic and semiotic features. Approximately 200 social media posts were initially collected, of which 120 posts were selected for in-depth analysis based on relevance, clarity, and the presence of multiple discursive strategies.

3.3 Data Analysis

The study employs a combination of **Ecolinguistic Analysis** and **Critical Discourse Analysis (CDA)** to interpret the data. CDA, as conceptualized by Fairclough (2013), emphasizes that discourse is never neutral, reflecting and reproducing social ideologies and power relations. This theoretical lens allows the study to examine how climate campaigns construct environmental responsibility, manage audience perception, and negotiate ideological tensions between awareness-raising and engagement. Ecolinguistic analysis complements CDA by focusing specifically on ecological and environmental

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Print ISSN: 3006-5887

Online ISSN: 3006-5895

dimensions of language (Stibbe, 2015). In this study, linguistic features were examined with respect to their ecological implications, including:

- **Metaphors** (e.g., Earth as “suffering” or “dying”)
- **Emotive language** (e.g., “Our planet is in danger”)
- **Hashtags and slogans** (e.g., #ClimateAction, #ThereIsNoPlanetB)
- **Visual semiotics** accompanying textual content

The analysis process followed three key stages:

1. **Identification:** Key discursive elements were identified in each post, including metaphors, slogans, and symbolic imagery.
2. **Categorization:** Elements were grouped based on discursive function, such as awareness-raising, emotional engagement, or behavioral suggestion.
3. **Interpretation:** The ecological and ideological implications of each strategy were critically assessed, highlighting patterns of ambivalence, persuasion, or ideological framing.

3.4 Ethical Considerations

All social media data analyzed were publicly accessible. The study avoids identifying individual users and focuses solely on organizational campaign content to maintain ethical research standards. Attribution for all posts, images, and campaigns is clearly noted in accordance with academic integrity and fair use guidelines.

3.5 Trustworthiness and Validity

The credibility of findings is ensured through **triangulation**, comparing textual analysis with secondary sources such as organizational statements, reports, and prior research. Consistency in coding and interpretation was maintained through systematic application of the analytic framework. Reflexivity was practiced throughout, with the researcher critically reflecting on potential biases in interpretation (Lincoln & Guba, 1985).

4. Textual Analysis

Social media climate campaigns employ a variety of linguistic and semiotic strategies to shape public perception and foster environmental awareness. The analysis of selected posts from Greenpeace International, Fridays for Future, and UNEP reveals that language in these campaigns is carefully crafted to evoke emotional responses, construct environmental ideologies, and encourage engagement, often blending informative and persuasive discourse.

4.1 Metaphorical Framing

Metaphors are a central linguistic device in social media climate campaigns, strategically employed to personify the environment and convey urgency. Posts frequently depict the Earth, oceans, or ecosystems as “suffering,” “in danger,” or “crying out for help,” thereby eliciting empathy and moral responsibility from audiences. For example, Greenpeace states: “*Our oceans are suffocating—act now to save marine life*” (Greenpeace, 2021). By presenting the ocean as a sentient, vulnerable entity, the campaign transforms a distant ecological issue into an emotionally compelling and morally charged narrative, compelling viewers to perceive themselves as accountable actors in environmental preservation.

Metaphors of this nature do more than communicate ecological facts; they construct a broader moral

and ideological framework. The Earth is no longer merely a physical entity but a character in a narrative of vulnerability, requiring protection and intervention. This rhetorical strategy situates followers not just as passive recipients of information but as active participants in an ethical ecological discourse. Moreover, such metaphorical framing facilitates cognitive and emotional engagement, allowing audiences to comprehend the severity of environmental crises while internalizing a sense of personal and collective responsibility. Through repeated exposure to these metaphorical constructions, social media campaigns cultivate ecological consciousness and shape sustainable attitudes, highlighting the profound role of language in mediating human–nature relationships.

4.2 Emotive Language and Slogans

Emotive language and slogans are central to social media climate campaigns, serving as powerful tools to generate urgency, moral engagement, and ideological alignment. Phrases such as “*There is no Planet B*” (Fridays for Future, 2021) or “*Act today for a greener tomorrow*” distill complex environmental issues into concise, memorable, and highly mobilizing statements. These linguistic constructions function simultaneously on cognitive and affective levels: they communicate critical ecological information while eliciting emotional responses that motivate audiences to consider their ethical responsibility toward the planet.

Beyond their communicative function, slogans act as identity markers, signaling alignment with global environmental movements and fostering a sense of collective belonging. By adopting and reproducing campaign slogans, followers become active participants in a shared ecological discourse, reinforcing both personal and communal commitment to sustainability. The strategic repetition of slogans across posts, hashtags, and digital campaigns strengthens the internalization of ecological values, subtly shaping audiences’ perceptions of normative environmental behavior and social expectation.

Ultimately, emotive language and slogans transform abstract environmental challenges into actionable narratives, bridging awareness and engagement. They guide audiences toward ethical reflection and behavioral consideration, illustrating the capacity of digital discourse to construct ideological frameworks that mediate the relationship between humans and the natural world.

4.3 Hashtags and Symbolic Representation

Hashtags serve dual functions in social media climate campaigns: practical and ideological. Practically, they increase the visibility and reach of posts, enabling messages to circulate widely across digital networks. Ideologically, hashtags construct networks of meaning, connecting individual posts to larger global conversations and movements. For instance, hashtags such as #ClimateAction, #FridaysForFuture, and #SustainableFuture do more than organize content—they signal alignment with international environmental initiatives, framing participants as members of a collective ecological responsibility and shared ethical mission.

Accompanying visual imagery, including images of protests, melting glaciers, or endangered species, enhances the persuasive impact of hashtags. This combination of textual and visual elements creates a multi-modal discourse, reinforcing the urgency of climate action and fostering emotional engagement. Visuals paired with hashtags transform abstract environmental issues into tangible, relatable experiences, amplifying audience understanding and encouraging identification with the movement.

Moreover, hashtags function as tools of participatory ideology. By using or sharing hashtags, social media users not only disseminate information but also publicly display their ecological values and solidarity with environmental causes. This participatory aspect fosters digital communities where ecological responsibility is both normatively reinforced and collectively enacted. In this way, hashtags and their accompanying visual symbols extend beyond mere communication—they actively shape environmental consciousness, cultivate eco-ideological identity, and mediate audience engagement with climate discourse.

4.4 Ambivalence and Consumerist Implications

While social media climate campaigns are effective in raising awareness, they frequently exhibit discursive ambivalence, reflecting a tension between promoting ecological responsibility and maintaining audience engagement. Posts often juxtapose urgent environmental messaging with solutions that emphasize individual behavior or consumerist choices, which may inadvertently encourage superficial engagement. For instance, some UNEP posts highlight eco-friendly products, sustainable lifestyle habits, or minor personal adjustments, suggesting that individual consumption alone can substantially address global climate challenges (UNEP, 2021).

Although these strategies are framed positively, they risk fostering passive forms of engagement, where audiences feel concerned about environmental issues but do not participate in systemic, collective, or policy-driven action. This ambivalence illustrates a critical paradox: while campaigns successfully construct a sense of environmental responsibility, they may simultaneously reinforce social and organizational norms that prioritize visibility, shareability, and engagement metrics over substantial ecological impact.

Moreover, ambivalent discourse subtly aligns environmental responsibility with consumer behavior, framing sustainability as a matter of individual choice rather than structural or collective intervention. This rhetorical positioning can obscure the broader socio-political and industrial factors driving ecological crises, privileging market-friendly solutions over transformative change. By highlighting both the efficacy and limitations of social media climate campaigns, this ambivalence underscores the complex interplay between linguistic strategies, ideological construction, and the pursuit of ecological awareness in digital discourse.

4.5 Ideological Implications

The discursive strategies employed in social media climate campaigns reveal broader ideological patterns that extend beyond mere communication of information. Repeated exposure to metaphorical framing, emotive language, slogans, and hashtag-driven content actively shapes environmental consciousness, reinforcing both ethical imperatives and selective approaches to addressing climate change. This process aligns with Gyawali's (2020) **ideological interaction theory**, which posits that sustained textual engagement influences beliefs, attitudes, and subsequent actions.

In this context, language functions as a mediating force between humans and the natural world. Social media posts do more than convey ecological facts—they construct narratives that define what constitutes responsible environmental behavior, highlight urgent ecological challenges, and delineate feasible forms of action. The ideologies embedded within these discourses guide audiences toward particular interpretations of climate responsibility, often emphasizing individual or community-level interventions while selectively framing structural or systemic solutions.

Moreover, the interplay of metaphors, emotive appeals, and symbolic hashtags fosters a participatory

Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

Online ISSN: 3006-5895

eco-ideological identity, encouraging audiences to internalize and reproduce the values promoted by these campaigns. By framing ecological crises in morally compelling terms and linking them to actionable narratives, social media discourse not only informs but shapes perceptions, norms, and priorities. In doing so, it demonstrates the powerful role of language in constructing ecological ideologies and mediating human engagement with environmental issues in the digital age.

4.6 Summary of Findings

The textual analysis of social media climate campaigns reveals several key insights into the linguistic and ideological construction of environmental discourse:

- **Metaphors and Personification:** Language that personifies the environment—depicting Earth, oceans, or species as “suffering” or “in danger”—evokes empathy and fosters a sense of moral responsibility among audiences. These metaphors transform abstract ecological issues into emotionally compelling narratives.
- **Slogans and Emotive Language:** Concise, memorable slogans such as “*There is no Planet B*” distill complex environmental challenges into actionable messages, combining affective and cognitive appeals to guide audience perception and behavior.
- **Hashtags and Imagery:** Hashtags and symbolic visuals create digital communities, signal ideological alignment, and enhance participatory engagement, connecting individual posts to broader global environmental movements.
- **Ambivalent Messaging:** Social media campaigns frequently exhibit discursive ambivalence, balancing urgent ecological appeals with solutions that may encourage passive engagement or consumerist behavior. This ambivalence highlights the tension between promoting ecological responsibility and optimizing audience reach, visibility, and engagement metrics.

Taken together, these findings underscore the dual function of social media climate discourse: it educates and mobilizes audiences while simultaneously negotiating the complex interplay of moral responsibility, organizational objectives, and audience appeal. The study demonstrates that language in digital campaigns is far from neutral; it actively shapes ecological ideology, mediates human-environment interactions, and influences perceptions of what constitutes responsible, feasible action in addressing climate change.

5. Discussion

The present study demonstrates that social media climate campaigns employ a complex set of discursive strategies that simultaneously inform, persuade, and shape audience perceptions of environmental responsibility. The analysis highlights four primary mechanisms: metaphorical framing, emotive language and slogans, hashtags combined with symbolic imagery, and ambivalent messaging. Together, these strategies reflect how language mediates ecological ideology and human engagement in the digital era.

5.1 Metaphorical Framing and Personification

Metaphors personifying the environment—such as depicting Earth or oceans as “suffering” or “crying out for help”—function as powerful tools to evoke empathy and moral responsibility. This aligns with Stibbe’s (2015) notion that language constructs the stories we live by and can shape ecological consciousness. By presenting the environment as a sentient entity, social media campaigns encourage audiences to perceive environmental protection not merely as a practical obligation but as an ethical

and moral imperative.

5.2 Emotive Language and Slogans

Slogans and emotionally charged statements condense complex ecological issues into concise, actionable messages that are both cognitively and affectively engaging. Phrases like “*There is no Planet B*” serve as identity markers, aligning followers with global environmental movements and reinforcing collective ecological responsibility. The repetition and visibility of these slogans amplify internalization of sustainable behaviors while shaping public norms of environmental conduct.

5.3 Hashtags and Symbolic Representation

Hashtags function not only as organizational tools for visibility but also as ideological markers, connecting individual posts to global campaigns and fostering participatory engagement. When combined with symbolic imagery—such as melting glaciers, endangered species, or protest actions—hashtags create a multi-modal discourse that reinforces the urgency of climate action. This multi-layered strategy highlights the role of digital discourse in constructing community identity, facilitating both awareness and social belonging within ecological movements.

5.4 Ambivalence and Consumerist Implications

The study reveals that social media campaigns often exhibit discursive ambivalence. While raising awareness of climate issues, posts may simultaneously promote solutions that emphasize individual consumer behavior, creating the potential for superficial engagement. This ambivalence reflects a tension between ethical imperatives, audience appeal, and organizational priorities, mirroring Dyer’s (2018) observation that environmental campaigns often negotiate ethical goals alongside social and economic considerations.

5.5 Ideological Construction and Ecological Impact

The discourses observed in these campaigns actively mediate the relationship between humans and the environment. Following Gyawali’s (2020) ideological interaction theory, repeated exposure to metaphors, slogans, and hashtags can shape beliefs, attitudes, and even behavior. The campaigns construct ideologies that guide perceptions of responsibility, urgency, and feasible action, reinforcing both ethical imperatives and selective approaches to ecological engagement. However, the prevalence of ambivalent messaging also suggests that social media discourse may prioritize engagement metrics and visibility over transformative ecological outcomes, raising critical questions about the efficacy of these campaigns in driving systemic change.

5.6 Implications for Ecolinguistics and Digital Environmental Communication

This study underscores the potential of social media as a site for ideological construction and ecological education. Language in digital campaigns is not neutral; it actively constructs moral narratives, mediates ethical responsibility, and frames the limits of action. Ecolinguistically, the findings demonstrate that discourse can both enhance awareness and reinforce selective solutions, highlighting the importance of critically evaluating the linguistic strategies employed in digital environmental communication.

In conclusion, social media climate campaigns operate within a dynamic tension: they educate and mobilize audiences while simultaneously negotiating ideological, organizational, and consumerist

constraints. Understanding these discursive mechanisms offers valuable insights into the power of language to shape ecological consciousness and the potential limitations of digital activism in achieving substantial environmental change.

6. Conclusion

This study examined the linguistic strategies employed in social media climate campaigns through an ecolinguistic lens, revealing how language constructs environmental awareness, shapes ideological perceptions, and mediates engagement with ecological issues. The findings indicate that digital campaigns utilize a combination of metaphorical framing, emotive language, slogans, hashtags, and symbolic imagery to educate audiences, evoke empathy, and foster a sense of moral and collective responsibility.

However, the analysis also highlights the presence of discursive ambivalence. While campaigns successfully communicate urgency and responsibility, they often promote solutions that emphasize individual consumption or superficial engagement. This ambivalence demonstrates a tension between fostering genuine ecological action and maintaining audience appeal, visibility, and engagement metrics. Consequently, social media discourse may reinforce selective interpretations of environmental responsibility, prioritizing personal or symbolic action over systemic change.

From an ecolinguistic perspective, the study confirms that language in digital environmental campaigns is far from neutral. It actively constructs ideologies, shapes perceptions of what constitutes responsible behavior, and mediates the relationship between humans and the natural world. By framing environmental issues in emotionally compelling and participatory ways, social media campaigns can mobilize audiences; yet, the structural and ideological constraints within which these campaigns operate may limit their transformative impact.

In conclusion, social media climate campaigns play a dual role: they are powerful tools for raising awareness and fostering environmental identity, but they also risk promoting ambivalent or consumerist forms of engagement. Future campaigns should aim to balance emotional appeal and visibility with substantive ecological guidance, encouraging both individual action and systemic change. This study contributes to ecolinguistic research by demonstrating the critical interplay between discourse, ideology, and ecological consciousness in the digital age, providing insights for researchers, environmental communicators, and policy-makers seeking to enhance the effectiveness of online climate advocacy.

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Liberal Journal of Language & Literature Review

Print ISSN: 3006-5887

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