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Media Discourse and Ecolinguistics: A Corpus-Based Analysis of Pakistani Newspapers Stories

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Abstract

Ecolinguistics examines how language engages the ecosystem that constitutes human life. It incorporates language within the larger framework and analyses the manner in which the human language behavior influences environmental sustainability. The investigation of environmental subjects in Dawn and Express Tribune newspapers is analyzed through Stibb's Ecolinguistics model (2015). This study looks at how environmental words and perspectives influence the newspaper stories by examining through the eight dimensions of the model. The newspaper stories of Dawn and Express Tribune are taken as 60 of each and consequently 120 from both newspapers. Antconc software is used to conduct the frequencies of environmental set of words from the corpus of each newspaper stories. The result showed that Dawn corpus contained 216 words, whereas the Tribune corpus contained 134 environmental words, which is more than the Express Tribune corpus. With regard to the degradation of the environment, Dawn's readers may view it as an emotionally charged newspaper that heavily references the "war" and "disaster." The Express Tribune, on the other hand, uses resource-based and economic analysis more often and portrays environmental challenges in ways that align with the sustainable development paradigm, which holds institutions and citizens responsible for the future. Therefore, the current study outlines how ecolinguistics is applied in media and identifies the differences in semantics, framing, and ideology that are relevant to the public's concerns. As a result, Dawn and The Express Tribune are essential in advancing environmental

awareness and dialogue while advocating for a wide range of strategies to carry out a successful ecological agenda. Both are promoted by this research.

Keywords: Ecolinguistics, conceptual metaphors, newspapers, analysis

Introduction

Ecolinguistics is an offshoot of linguistics focusing on how languages play a critical role in interaction, construction and manifestation of ecological views, beliefs, and experiences. In the given definition by Fill and Mühlhäusler (2001) ecolinguistics refers to how language engages the ecosystem that constitutes human life. It incorporates language within the larger framework and analyses the manner in which the human language behaviour influences environmental sustainability. Bang and Door (1993) points to key principles of ecolinguistics including trying to understand how language can help cause ecological problems and how it might also help to prevent such problems and keeping an active/critical stance when approaching language constructs, including using metaphors and telling stories that influence the way humans interact with nature. Such an important perspective is offered by Stibbe (2015) who states that ecolinguistics is concerned with the use of discourse analysis in ascertaining how discourses do or do not support ecological health. More specifically, there are discourses that perpetuate the exploitative attitudes toward nonhuman nature and those whose elements offer harmonic and sustainable concepts of the positioning of people in relation to the rest of the environment. Another important perspective is offered by Stibbe (2015), who argues that ecolinguistics involves the study of how discourses can either promote or undermine ecological well-being. Stibbe suggests that language plays a crucial role in shaping worldviews, certain discourses promoting an exploitative relationship with nature, while others encourage a more harmonious and sustainable interaction between humans and their environment. These, he terms as 'ecological discourses,' which can either 'undermine' or 'sustain' the requisite ecology for ecological sustainability. Ecolinguistics also helps determine the destructive tells which fuel ecological crises, they include climate change, deforestation, and biodiversity loss as well as encourage positive tells that support environmental conservation.

That is why the importance of ecolinguistics is not in its attempts to link linguistic practices to various ecological and sociocultural questions. The purpose of language being an instrument of communication is thereby defining how people and societies interact with the environment. Following voices such as Harré, Brockmeier, and Mühlhäusler (1999) one can but state that linguistic choices

either reify the position that nature is a mere object to be bought and sold or that through language we extend our understanding of ourselves as beings in the midst of an environment that matters.

The purpose of this study is to identify how environmental issues and ecological relationships are discursively constructed and conveyed in two prominent Pakistani English newspapers Dawn and The Express Tribune, by conducting a corpus-based analysis with Stibbe's ecolinguistics framework. The main objective of this research therefore is to examine how language in these newspapers helps in informing and raising awareness of environmental issues in Pakistan. In this study, 120 news stories from two Pakistani newspapers, the Dawn and The Express Tribune published between January and April 2024 are analyzed in an attempt to determine the operating ideologies, discourses, and the most commonly used linguistic features in environmental reporting. Considering the intensification of environmental problems locally and internationally, this research is more significant at present. Pakistan has a number of ecological concerns which include but not limited to air and water pollutant, deforestation and climatic changes like flooding and high temperatures. Nevertheless, the exposition and mitigation of such problems remain weak, and the general level of public concern with environmental issues is still low primarily because of the absence of significant media coverage and the search for a more constructive conversation about sustainable environmental development. Unfortunately, very few studies have been conducted on how Pakistani newspapers construct environmental issues and specifically, by using ecolinguistics lens. Filling this significant research gap is important in the quest to develop more extensive understating of the role of language in formulation of Pakistani media in influencing ecological sustainability.

Despite this, this study aims to help fill this gap by examining the environmental reporting in two of the top English newspapers in Pakistan: The Dawn and The Express Tribune. This study analyzes how Dawn and The Express Tribune conventionally engage environmental aspects, whether positively ecological promoting discourses that are pro-environment and pro- sustainability or whether the papers remain silent or employ discourses that ignore or deny the ecological cost of human activities. Finally, this research intends to appreciate and acknowledge the ecolinguistics as a useful framework for evaluating and promoting environmentally relevant communication while emphasizing the need for doing so in the face of modern Pakistan's environmental issues and concerns.

Literature Review

Eco-linguistics can be dated back to E. Haugen, who in 1972 first suggested that language is an element of an ecosystem, being in interaction with elements of the outside world. According to Haugen, language depends on its environment and at the same time, it affects it in its capacity as the well-known surrounding environment that includes other languages or cultures as well as nature. Subsequent to Haugen's earlier work, Peter Mühlhäusler has expanded upon the core of the eco-linguistics notions. Consequently, Mühlhäusler underlines the significance of research concerning how specific linguistic practices negatively or positively affect the ecology. He insisted on the protection of languages as these provides ecological banking of valuable knowledge among various languages. This particular perspective can be seen as highly appropriate in the modern globalized context where the key languages can often eliminate the less widespread indigenous languages that contain the specific ecological knowledge.

Another contribution to eco-linguistics is made by Arran Stibbe (2015) who uses the notion of 'the stories we live by,' within language. According to Stibbe language forms the narratives which define the constructed reality and constructed relationship with nature. As these two cases of eco-linguistics demonstrate, the method seeks to compare prevailing narratives or discourses that perpetuate unsustainable living and bring out supportive distal narratives or discourses of ecological sustainability. Arran Stibbe's eco-linguistics model provides a comprehensive framework for analyzing language and its impact on ecological perceptions and actions through eight key dimensions: discourse, representation, language, appraisal, self-image, belief, relevance, and disappearance. Some parts of the environmental issues include the ideological framework, which limits the nature and ways in which the issues can be defined, discussed, and managed. Framing relates to the surrounding environment in which the items that are related to the environment are packaged before presentation to the people. Metaphor looks at the lexical expressions that pertain to the description of the natural world and shows how these metaphors influence perception and perception of the environment. Evaluation also defines the positive or negative portrayal of the environment through language in order to change behaviour and perception. Identity is concerned with how language puts together individual and/or collective identity in terms of the environment and thus in regard to ecological concerns. The intensity of the belief reflected in language describing climate change is the essence of conviction leading to environmental

advocacy. Informativeness reveals which elements of the environment are given more or less attention in discursive practice, and thus enter public consciousness. Lastly, erasure captures the process where certain aspects of the environment or actors are ignored or underrepresented in discussion, and thus not averted attention to, or remediated. Stibbe proposed this model based on these dimensions to understand how language can either build or erode ecological sustainability and bring into focus the kind of narratives needed for positive environmental transformation.
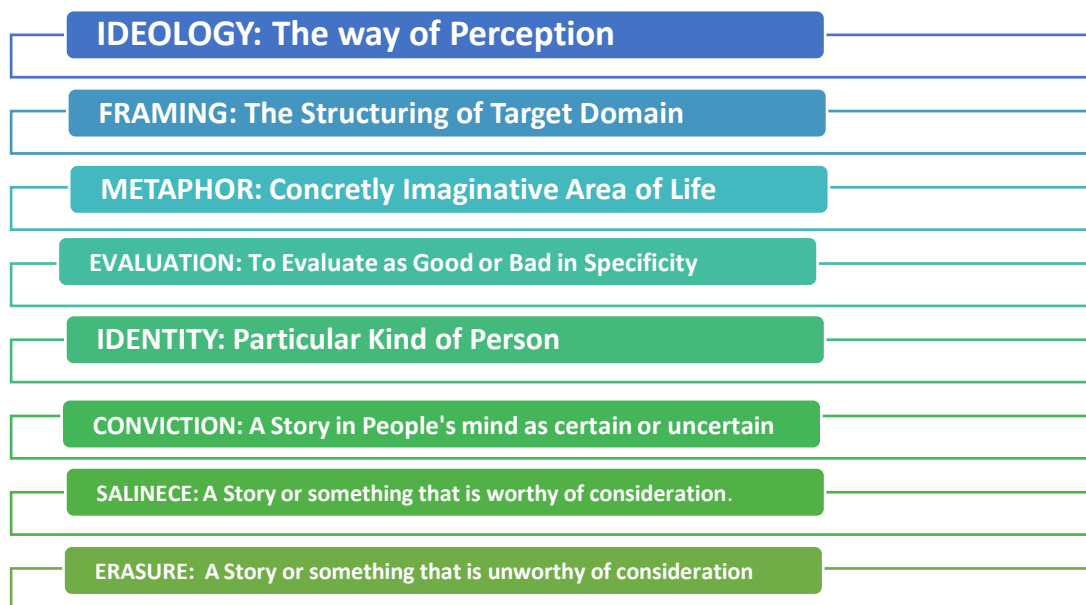
IDEOLOGY: The way of Perception

FRAMING: The Structuring of Target Domain

METAPHOR: Concretly Imaginative Area of Life

EVALUATION: To Evaluate as Good or Bad in Specificity

IDENTITY: Particular Kind of Person

CONVICTION: A Story in People's mind as certain or uncertain

SALINECE: A Story or something that is worthy of consideration.

ERASURE: A Story or something that is unworthy of consideration

Figure 1: Stibb's Model (2015)

Ecolinguistics and Media

Ullah and Arslan (2023) made a case for her research within an ecological-bioethics framework in analyzing television commercials of energy drink Sting, which is sobering in many aspects due to its perceived negative impacts on the environment and well-being. It was observed that the majority of the advertising have cross-modal features and proposed a typology of five ad types: classic, identity, story, cause, and counter. The study employs multi-modal discourse analysis and explains the hidden messages embedded in these commercials and critiques them through the ecosophical lenses of One Health by the World Health Organisation. The objective in this regard is to investigate strategies employed in advertising that are capable of putting consumers and nature at risk through examining language and other non-verbal aspects. The practical findings of this study entailed the need for key language awareness resources that encourage

changes in consumer behaviours to more healthy and environmentally friendly habits.

Norton (2019) delves into the question of governance based on the perceptual influence of the media on society and forecasting climate policies, taking into account the specific features of the climate reporting in the editorial boards of the UK's mainstream newspapers. Earlier studies have mainly concentrated on aspects of journalistic conventions, visuals, and language use, whereas the present paper concerns itself with the broader narrative about climate change as depicted by five UK national daily newspapers during three specific years – 2001, 2007, and 2015. The research reveals four principal narratives about climate change which has shaped national discourses in the UK: Lukewarmer, Ecoactivist, Smart Growth Reformer, and Ecomodernist. Employing a composite eco-linguistic approach, the findings indicate that, compared to the situation in 2001, there was a reduction in the partisan divide on the question of climate change among 'left' and 'right' newspapers by 2015. In 2015, several political perspectives have borrowed from the Ecomodernist narrative, which aims at adaptation through energy and technological innovation to extreme weather conditions. This narrative construct emphasized climate adaptation and energy R&D as less ideologically charged approaches to climate change. Norton looks into how climate change has been (is) depicted in UK newspaper editorials and contrasts with earlier literature that has been applied to narrower focus areas, such as journalistic conventions or images used in reporting. There is a retention of four narratives of climate change: Lukewarmer, Ecoactivist, Smart growth Reformer and Ecomodernist, and it is showing how these narratives have shaped the national narrative. The analysis through a blended eco – linguistic perspective highlights the historical evolution of the ideological spectrum with regard to political orientation, with the Ecomodernist narrative emerging as the mainstream in 2015. The narrative's prioritization of technology and adaptation is framed as apolitical, focusing on the fact that it is embraced by the majority of the media practitioners.

In this study, Ali and Naeem (2024) focused on how the English language Pakistan Daily Dawn represents the marine discourses. This analytical framework for the research is the transitivity processes borrowed from Halliday's systematic functional grammar (1984). The research analysis is based on 10 stories selected from the Dawn Newspaper and explaining marine-related issues and has both quantitative and qualitative research aspects. The transitivity processes of verbs

were studied purposively in the sample of news stories analysed by the researchers. The analysis revealed that material, behavioural, relational and linguistic processes are employed solely to explain marine discourses, and the rates of various processes are dissimilar. It assisted the study described how the human behaviour, attitude and feeling which enrich the knowledge of how marine discourses are represented in linguistic terms in the media.

Fatima and Arslan (2023) carried out the study in order to determine the issues of contemporary culture and the issues addressed by the daily 'Dawn'. This study assessed the top end of the following stories from an ecological point of view using information drawn from dawn newspapers as the research sample. In terms of material, the study is based on the collection of the most significant news, published in the period from August to September of 2023. A mixed-methods study technique is used to analyse data using an eco-linguistic tradition that includes quantitative and qualitative assessments. The frequency of the lexical elements in the newspapers is determined by the analysis of the newspapers using the corpus analysis programme Antconc, and based on the arranged list from the programme the frequency of the particular words is work out. Interestingly, politics and economy emerged as the two challenges that were most prominent to the Pakistani people. Sadly, it exposed a complete absence of environmental issues on the "Dawn" daily, completely lacking any respect for the environment.

Ecolinguistics and Text

Nadhiyah and Rahman (2023) embarked on this research inquiry from an ecocritical viewpoint of people's interactions with nature presented here in literary texts. The research is grounded on the premise that God, nature, and man represent a trinity that was put together by a master designer. The purpose of this particular essay is to explain through the novel the works of Paulo Coelho entitled 'The Alchemist,' how all of the elements of nature complement each other and the mankind and God. The Alchemist is a book easily recognizable by its rather austere and ambiguous subtitle that goes as Santiago, an Andalusian shepherd boy in search of his fortune in the Egyptian desert at the base of the Pyramids. Data analysis in the study is conducted through the Miles and Huberman analysis approach where reduction, presentation, and conclusion drawing form the analysis steps. These results illustrated that books like The Alchemist have potential to help readers become aware of the connection between human and nature, and God, the master. This harmony is described in the book as a condition of soul tranquility, balance, and harmony the brought about togetherness with the

natural world. People, events, and things depicted in the story are represented in the text as the celestial guidance sign as well as landmarks throughout one's existence. More specifically, this paper argues that novels like The Alchemist do far more than educate readers about important life lessons; this literature also contains significant messages about right and wrong.

Chukwu & Agwuocha (2022) highlighted how academics in language and literature are venturing out of the scientific sciences framework to educate people on the importance of environmental conservation This study used an eco-linguistics approach in analyzing selected Niger Delta poems on degradation which include "Delta Blues" and "When Green was the Lingua Franca" by Tanure Ojaide. Sampling a total of twenty-seven extracts through purposive sampling and Charteris-Black's Critical Metaphor Analysis and Lakoff and Johnson's Conceptual Metaphor Theory the qualitative study unveils how the poet uses metaphorical languages to describe the extraction of oil activity in Nigeria's Niger Delta region. Some of the most creative are thus presented as follows: 'NIGER DELTA OIL WEALTH AS DEATH/DEATH BED', 'AS PAIN', 'NIGER DELTA OIL EXPLORATION ACTIVITIES AS WAR', and 'AS TOTAL ESTRANGEMENT OF HUMAN BEINGS FROM THE ECOSYSTEM THAT SUPPORTS'. Through such language choices, some of the environmental deterioration was framed in the area through invoking cognitive concepts. Inasmuch as this study has found out that language in these eco-poems effectively advocates for change by demanding that people pay attention to the excesses of uncontrolled acts of oil exploration in the Niger Delta and, in the process of doing this, actualizes narratives that Nigerians have in their consciousness.

Ginting (2024) pointed out that educational curricula into the context of ecological components are mandatory for forming the generation capable of solving problems related to the environment. This research targets at analyzing Indonesian EFL textbooks in the light of eco-linguistics framework developed by Stibbe (2015) and visual grammar proposed by Kress and van Leeuwen (2016). The study further shows that, although these textbooks depict Indonesia as endowed with breathtaking natural attractions and associated ecotourism, they are silent on ecological degradation. This gap means that the EFL textbooks in Indonesia should incorporate timelier environmental issues to ensure that appearance and attitude of students towards negative impacts of environment is developed. Therefore, the study calls for a comprehensive update of these textbooks to embrace ecological

issues that are most appropriate in Indonesian settings for enhancement of appropriate environmental education units.

In the current study, Zia (2023) examines the existence and role of eco-pedagogical and eco-linguistic features in selected English texts by the PTB set for classes 6 through 10 from the teachers' point of view. The purpose of the study is to examine environmental discourse in selected secondary level textbooks and evaluate the effects of these aspects on the students' environmental and language comprehension. Employing a quantitative research method, the study obtains teachers' perceptions in interviews, whereby the data are interpreted according to the Eco-pedagogical framework developed by Gaard and Frier. The study shows that the amount of environmental content in the textbooks is rather limited, that is why it can neither provide the students with the necessary level of environmental awareness nor improve their language skills.

Ishaq and Arslan (2023) conducted an ecolinguistics analysis of Pakistani advertisements. This research explored the effectiveness of the advertisements compared to traditional approaches, aiming to uncover the motivations behind consumer choices and communication strategies within these ads. The study examined how messages about environmental consciousness were encoded and decoded, emphasizing the strategic promotion of eco-friendly products in alignment with gender-specific preferences. Findings indicate certain differences with higher percentage of men expressing a fondness for eco-friendly ads, yet women showing a higher inclination towards regular products in their purchasing decisions.

Majeed (2022) subjects' English textbooks for grade 9 and 10 to analysis from an eco-linguistic point of view by applying Stibbe's framework, and the aspects selected are erasure, metaphor and adjectives. These elements are assessed for the study through both corpus and qualitative research methods. The textbooks in PDF form were downloaded from the URL freebooks.pk and were then changed to TXT format to facilitate analysis with AntConc software. The results show that there is a high frequency of adjectives of eco-linguistic relation with eighty in aggregate. In the same study, the authors identified twenty-nine metaphors with a frequency of 9.666% and eleven cases of passive voice, at 3.666%. This lead "Evaluation" which had a frequency of 26.666%. The study emphasize that education sector should employ systematic approaches on how to teach students about the environmental evaluation, erasure and metaphors in their learner's primary and secondary education.

Eco-linguistics and Nursery Rhymes

Shakeel and Arslan (2023) applied eco-linguistic analysis on fifty nursery rhymes for executing a qualitative research study about the early childhood education. It aimed at revealing whether the early exposure of twenty-four months old infants to the ambient words enhance their language development. Specifically, it examined as to the extent they are employed in the course of the nursery rhymes and to what degree food-related phrases, animal/bird names and environmental terms are used. The study also focused on the probes and pulsations of the rhymes; and based on the rhythms and reiterations, the kids were able to retain the rhymes and respond positively to them hence boosting on their language growth. Significance for educators, parents, and curriculum developers was also significant since the results pointed out that language features geared toward environment preservation should be incorporated into teaching and learning material used at the ECEC context. Finally, the study shed light on the relationship between language and ecology, which contributes to the relatively young field of eco-linguistics

Eco-linguistics and Nursery Rhymes

Research Questions

This research explores the underlying beliefs and communication tactics used in an effort to address some of the most important concerns surrounding the language depiction of environmental subjects in Pakistani media as:

1.   What ecological ideologies are prevalent in the media discourse of Dawn and Tribune newspapers, as revealed through the analysis of the selected stories?

2.   How do newspaper stories in Dawn and Tribune newspaper depict environmental issues during the year 2024?

3.   What metaphors are utilized in the newspaper stories to discuss environmental issues, and how do they shape our understanding of these topics?

Research Methodology

Design

The study design is mixed design as combines quantitative data analysis to provide a view of how environmental topics are depicted in the newspapers selected for the research. This study aims to blend insights, with measures by utilizing both approaches simultaneously to delve deeper into the subject matter while also considering a wide range of aspects like ideologies and metaphors using Stibbes ecolinguistics model as a framework for analysis (2015). Through this combined method of analysis that considers various dimensions such, as ideologies and

identities portrayed within the text content and how newspapers address issues overall is explored. This combination of research methods enables a strong examination of language and its effects, on the environment.

Data Collection

In the first part of the study, January to April 2024, reading materials which comprise the feature stories Dawn and The Express Tribune were consulted. These newspapers are chosen because they are numerously read and are important components of Pakistan's media joining with their different editorial lines enabling an environmental reporting in the comparative framework. Many stories focusing on the environmental aspects in the period of four months allows one to deal with a sufficient depth of the subject and its relevance in current environmental issues affecting Pakistan. The authors of the stories represent a number of thematic stories and focus on global warming, pollution, deforestation, desertification, drought, integrated wildlife management, and solid waste management. Most of the stories were of good quality. A total of 120 papers were selected: 60 of them were selected from the newspaper 'Dawn' and 60 papers from 'The Express Tribune'. This sampling method allows to systematically study various environmental issues in several aspects – news, stories, opinion making, etc.

Sampling Technique

In order to achieve variety in the environmental issues discussed, the study uses the purposive sampling method of collecting stories that deal with such issues as climate change, pollution, deforestation, water shortage and wastage, wildlife management, and waste management. Out of the total of 120 stories which consisted of 60 from each of the two newspapers, Dawn and the Express Tribune, were selected to achieve balance in the representation of the two newspapers. This approach enables the study to address several environmental subjects that cut across features such as news, editorials, and opinion stories.

Data Collection Process

The data collection commences with a minor search for purposely selected keywords pertaining to the environments, for example, "climate," "pollution," "ecosystem," "biodiversity," "climate change," and "conservation," into the archived data of Dawn and The Express Tribune. The stories are equally collected from each month from both newspapers as 15 stories are selected from each newspaper. Therefore, stories that were deemed to be important as per the inclusion criteria were first listed then irrelevant stories which were the same type

were eliminated. In the second phase of the analysis, the data was prepared by downloading all the stories that were chosen and arranging them in an organized manner electronically in readiness for coding. This was important because such stories are great for employing Stibbe's model as they are high in context on the environment.

Data Analysis

Data interpretation takes the form of textual analysis within an eco-linguistic framework, as designed by Stibbe, (2015) which looks at eight interrelated aspects such as ideology, framing, evaluation, identity, conviction, erasure, salience, and metaphor. These dimensions inform the study of the languages used, the narratives constructed, and the representations deployed in the coverage of environmental issues in both Dawn and The Express Tribune. The investigation is carried out in two steps qualitative – coding in which the texts are read to look for particular instances of each of the dimensions and quantitative in which the volume and pattern of distribution of each dimension is evaluated in relation to the corpus of stories.

Qualitative Analysis

The qualitative analysis includes a review of each text in order to assess its relevance to any or all of the eight ecolinguistics dimensions. This particular step is made possible through the use of a coding system developed based on Stibbe's model that establishes particular linguistic and thematic markers for all dimensions: Ideology, Framing, Evaluation, Conceptual Metaphor, Salience, Erasures, Identity and Conviction.

Quantitative Analysis

After performing qualitative coding, it was able to establish the proportion of frequencies of both newspapers are analyzed in the field of environmental words through the Antconc software in order to make a general rating as to how some ecological aspects are heavily represented on the stories. This step involved counting the number of environmental words of each newspaper in the text and then transforming them into percentages.

Quantitative analysis served to further determine whether any statistical marginal differences existed in the emphasis placed on the two environmental issues where Dawn and The Express Tribune were analyzed. This form of data analytical approach sought to establish whether there was significance in the presence of certain environmental words in one newspaper compared to another exposing the editorial slants or biases towards environmental issues.

Limitations

This study addressed only particular and specific stories of newspaper as purposive sampling, so the random and unbiased stories is a major missing which can affect the results in some way. While only two newspaper stories are analysed, qualified and quantified so the huge stories perceptual influence of environment is lacked.

Ethical Considerations

Since this research focuses on analysis of second-hand data from newspapers, the work does not raise issues of ethics such as dealing with human subjects or privacy. However, there are ethical concerns that guide this task in as far as the process of analysis of data and subsequent reporting of results is concerned so as to avoid any subjective bias. There is care taken to abide by the findings and the language of every story while analyzing the arguments because the journalists' words are valuable while their arguments are scrutinized through an eco-linguistic perspective.

Model: The Eight Dimensions of Stibbe's Ecolinguistics Model

The ecolinguistics that has been proposed by Stibbe is a matrix for understanding language with a view to conservation of the environment. Known as the PERFA model which was developed by Arran Stibbe, this model is underpinned by the belief that language is instrumental in constructing our attitudes, beliefs or paradigms and our behaviors related to environment. According to Ecolinguistics presented by Stibbe, an effort is made to reveal the bedtime stories, images and linguistic practices which create foundations for a sustainable lifestyle or undermine them. His model presupposes the necessity of assessing the language used to support values, behaviours and attitudes, contributing to the process of reaching the state of sustainable ecological harmony with other living beings. In his book Ecolinguistics: Language, Ecology & the Stories We Live By (2015), Stibbe discusses that stories found and bound in language can shape ecologies technological and otherwise. Little symbolisms and tales create our perceptions of the world and hence determine if the world is valued or if it is a commodity to be used up. By seeing analysis, the following dimensions can be seen:

Ecolinguistics model, which is developed by Stibbe entails eight dimensions through which linguistic features of different forms of media and literature, policies and communications can be analyzed. These are intended to be critical in evaluating the interface between language and ecological values and the environment broadly conceived. Thus, each dimension is used as a method to

understand the hidden discourses to which humans subscribe in relation to the natural world.

1. Ideology

The ideology aspect deals with the system of ideas propelling language use as well as the values that are inherent in language. So, ideologies are sometimes buried deep in texts, yet guide people's thinking about the environment. For example, when a story portray nature as a source to be used then it gives an anthropocentric nature meaning it affirms human dominion of nature. This dimension enables understanding whether the discovered text overflows with call-for-sustaining values, like eco-metrics, or values that result in a non-sustaining outcome, such as consumerism and dominance over nature.

2. Framing

It means the manner or ways in which issues are described or how they are "framed" in language. This paper shows that the manner in which environmental problems and concerns are constructed determines the way people perceive them and the type of remedy they seek. For example, presenting deforestation as a business opportunity to promote development will suppress ecological factors. Thus, if framing of deforestation is as a threat to forest species, it would give a priority to the ecological endowment. Unlike other models, Stibbe's model focuses on the way an issue is pitched and whether it creates sustainable practices.

3. Metaphor

Cognitive metaphors are an effective means of establishing certain mentalities and orientations or patterns of functioning. At some level, this is the same reason why such phrases as 'nature as a machine' or 'environment as a battlefield' can unconsciously lead people to seeing nature in terms of gears in a wheel or war against nature respectively. Stibbe makes a case of detecting the modes of harm of this form of metaphor and the use of other forms of metaphors that depict nature as vibrant systems, full of life, and possessing intrinsic worth.

4. Evaluation

The functional variation component considers how language judges or attributes value to various objects, events and consequences. For instance, if language asserts the social value of describing the destruction of a forest as progressive then language positively values something negative to the society. This dimension is a question of whether language is employed to positively frame behaviours that are detrimental or beneficial to the environment. Sustainable language would describe or praise acts of conservation, use of green energy, and availability of species

inabstrnature, while condemn acts such as unjustified usage of resources, generation of pollution and cutting down of trees.

5. Identity

Identity looks at how language forms and positions, identity with reference to nature. This includes persons, non-persons and objects as well: If the conceptualization of identity by an ethnic minority individual locates this person within a boundary that includes others as the 'others', then a non-human entity or object may also be embraced 'within this boundary'. For example, some discourses present humans as 'superior beings who have dominion over nature' while others will present humans as citizens of a social and ecological world. Animals and ecosystems are entities that they are also can be constructed as having intrinisic worth or as useful for humans' purposes. This dimension focuses with how language builds the identity concerning the environment and whether the identities constructed are harmonious with the environment or not.

6. Conviction

The conviction dimension is used to determine how effectively language is convincing people about certain ideas and/or perceived feelings about the environment. It evaluates the effectiveness of the discursive and the extent to which texts mobilises people towards sustainable practice. Tone plays a crucial role in deciding the amount of action to be taken; thus, this comes down to precautionary measures, which are germane in deciding action to be taken during calamities on matters concerning climate change. In an effort to get an understanding of conviction in this context then it's very important that the emphasis is placed on degree of commitment to sustainable or unsustainable practices traced through language used.

7. Erasure

Erasure is a mechanism in semantics whereby some features of the world are proactively rendered unseen or unheard. For example, discourses of industrial agriculture may elide the suffering of animals while reducing its discourse to a concern of economic or nutrient value added within meat production. Erasure also occurs where issues to do with the environment are ignored or removed from records of business undertakings such as pollution. These dimension inquiries about the gaps in the story and whether such omission creates pathologies that allow for unsustainable practices.

8. Salience

Relative importance is usually known as what is considered prominent or pulled out in a text. Consequently, when writing environmental reports, some consideration aspects might be amplified, others minimised or even excluded. For instance, while the economic gains of a new dam can be reported, the social cost of continued destruction of the environment can be omitted. This paper's focus is on salience analysis and what is enhanced or detracted and, more generally, on what to promote ecological sustainability.

Descriptive Analysis

The Stibb's model of eight dimension is used to analyze the newspaper stories of Dawn and Express Tribune. As stories from January to April are taken, the first fifteen days random stories from each month are selected which make total of 60 stories from Dawn and 60 from Express Tribune. Consequently, 120 stories are analyzed through this model thematically. Then, this corpus is analysed through the environmental set of words through the Antconc software. The analysis of the environmental set of words is shown in table as the frequencies:

Environmental Words	Dawn	Tribune	Environmental Words	Dawn	Tribune
General Ecology and Environment	0	0	Conservation	8	4
Ecosystem	0	0	Environmental sustainability	0	0
Biodiversity	1	1	Natural resources	0	0
Habitat	0	0	Climate	21	1
Ecology	0	0	Flora and fauna	0	0
Climate Change	10	17	Methane	0	0
Global warming	0	1	Climate adaptation	0	0
Climate crisis	10	17	Climate mitigation	0	0
Carbon footprint	3	1	Renewable energy	0	0
Greenhouse gases	0	0	Carbon neutrality	0	1
CO2 emissions	0	1	Fossil fuels	0	0

Ecosphere	0	0	Plastic pollution	0	0
Paris Agreement	0	0	Waste management	0	0
Sea level rise	0	2	Microplastics	0	0
Climate refugee	0	1	E-waste	0	0
Pollution	3	4	Industrial emissions	0	0
Air pollution	1	1	Toxic waste	0	0
Water pollution	0	0	Smog	0	0
Soil contamination	0	0	Acid rain	0	0
Noise pollution	0	0	Energy efficiency	0	0
Chemical runoff	0	0	Energy transition	1	0
Energy	22	1	Deforestation and Land Use	0	0
Renewable energy	0	1	Deforestation	1	0
Solar power	0	0	Reforestation	2	0
Wind energy	0	0	Afforestation	0	1
Geothermal energy	0	0	Land degradation	0	0
Hydropower	9	1	Desertification	0	0
Bioenergy	18	6	Logging	0	0
Fossil fuels	3	8	Urban sprawl	6	5
Coal	8	0	Agricultural expansion	0	0
Oil	0	0	Habitat loss	0	0
Natural gas	0	0	Forest conservation	5	25
Nuclear energy	1	0	Water and Oceans	0	0
Water scarcity	0	0	Wildlife trafficking	2	10
Marine pollution	0	0	Invasive species	5	0
Coral bleaching	0	1	Conservation efforts	0	0

Ocean acidification	0	0	Wildlife sanctuaries	0	1
Overfishing	0	0	National parks	0	0
Dead zones	0	0	Ecosystem restoration	0	0
Aquifers	0	0	Species reintroduction	8	0
Water cycle	0	0	Sustainability and Green Practices	0	0
Freshwater ecosystems	0	0	Sustainable development	2	0
Wetlands	0	0	Circular economy	2	0
Wildlife and Species Conservation	0	0	Zero waste	0	0
Endangered species	2	0	Recycling	0	0
Extinction	1	0	Upcycling	0	0
Poaching	0	0	Composting	15	5
Permaculture	0	0	Organic farming	0	0
Ethical consumption	1	0	Monoculture	0	0
Green technology	0	0	Crop rotation	5	2
Agriculture and Food Systems	5	0	Pesticides	0	0
Agroforestry	5	0	Herbicides	0	0
Soil erosion	0	0	Activist networks	2	1
Regenerative agriculture	0	0	Corporate social responsibility (CSR)	0	0
Sustainable agriculture	0	0	Environmental policy	0	0
GMOs (Genetically Modified	1	0	Ecoterrorism (destructive actions for	2	1

Organisms)			ecological causes)		
Aquaponics	0	0	Disasters and Risks	1	0
Environmental Activism	0	0	Natural disasters	1	0
Climate activism	0	0	Flooding	1	3
Environmental justice	0	0	Drought	10	0
Eco-friendly	4	3	Wildfires	0	0
Grassroots movements	1	1	Hurricanes	0	0
Greenwashing	1	7	Earthquakes	0	0
Tsunamis	0	0	Environmental regulations	0	0
Landslides	0	0	Cultural and Ethical Perspectives	0	0
Extreme weather events	1	0	Anthropocentrism	0	0
Technological and Policy Terms	1	0	Biocentrism	0	0
Carbon trading	0	1	Deep ecology	1	2
Emission caps	1	0	Environmental ethics	0	0
Environmental impact assessment (EIA)	0	0	Ecopsychology	0	0
Ecological footprint	0	0	Indigenous knowledge	0	0
Sustainable urban planning	0	0	Stewardship	0	0
Green buildings	0	0	Metaphors and Framing	0	0

Smart cities	2	1	Saving the planet	0	0
Ecological collapse	0	0	Protecting Mother Earth	0	0
Environmental tipping point	0	0	Ecological balance	0	0
Planetary boundaries	0	0	Green future	0	0
Living in harmony with nature	0	0	**TOTAL**	216	134

Results and Discussion

A comparative study of 60 stories each from Dawn and The Express Tribune employing Stibbe's ecolinguistic model revealed, variation in the frequency as well as pattern of ecolinguistics dimensions. Dawn overall used 876 utterances and The Express Tribune used 572 utterances under the eight dimensions. This means that the Dawn has as higher grossing of utterance thus implying a greater detailing or frequenting of environmental issues Highest frequency dimension of the environmental issues under discussion are- Metaphors and Conceptual Metaphors with 149 utterances, Identities with 133 and convictions with 111 utterances. Whereas, The Express Tribune had comparatively lower occurrences in all domains, but with the appropriate second highest occurrence rates of Identities (81) and the Metaphors and Conceptual Metaphors domains with (81) showing a fairly moderate activity ratio with respect to these categories as compared to Dawn.

AntConc: When reflecting to the percentage calculation, it is identified that the Dawn has taken 216 words of environmental words from the corpus whereas, The Express Tribune has provided only 134. It has resulted in 37.11% more usage of ecolinguistic dimensions in Dawn and accentuates its better sensitivity in handling environmental narratives. Further breakdown by dimension comparison it is cleared that Dawn outperforms The Express Tribune in all the category, the difference is quite significant in the Metaphors and Conceptual Metaphors (68 upturns) and secondly in Identities (52 upturns).

By using the current analysis, it is identified that whereas Dawn encompasses a lexicon that is broader and more direct towards ideological, metaphorical, and identify construction within environmental contexts, The Express Tribune contributes a comparatively higher but nevertheless less frequent utterances towards the subject, which may be due to simplicity. Each newspaper's

treatment of these ecolinguistic dimensions offers valuable insights: Dawn give more or less comprehensive and complex, while The Express Tribune has a sophomore way of presenting ecological issues but both ways provide multiple perspectives to the reader.

What ecological ideologies are prevalent in the media discourse of Dawn and Tribune newspapers, as revealed through the analysis of the selected stories?

The analysis of the ecological ideologies by referring to the Stibbe's ecolinguistic paradigm when media discourse of Dawn and The Express Tribune is reviewed, individual patterns in coverage of the environmental issues are to be revealed. Dawn news samples reflect two contrasting yet connected ideological stances that guide how the public reasons within the confines of influential ecological matters; it enforces understanding on how media language frames people's readiness and willingness in accepting environmental issues and policies. The model developed from eight dimensions, when applied to 60 stories each from Dawn and The Express Tribune helped in distinguishing not only between the two newspaper's political stance but also in understanding their nuanced approach towards telling environmental stories.

This ideology demonstrates that ecolinguistic analysis shows that Dawn takes a wider and more reflexive approach to communicating ecological matters. This is indicated by the extent and array of the ontological statuses as transmuted in the dimensions of the analysis in Stibbe's model. In particular, the high number of Metaphors and Conceptual Metaphors (149), Identities (133) and Convictions (111) in Dawn proves its ideological orientation towards figuring out the environmental problems as moral and ethical questions. Through the use of social referential meanings that portray the environment through invasions metaphorical as dreading or as a citizenship responsibility, Dawn fosters a collective ecological appreciation with respect to environment stewardship, thereby contributing to the call of sustainable actions. This approach was in line with an ideology that will assume that people are mere custodians of the environment in sustainable and interreferential standing. The focus on Identities amplifies this position even more as it presents readers with clear figures of the world divided between either savers or abusers of the environment, thus suggesting to the readers an ideal eco-friendly self-image.

In addition, two analyzed dimensions: Evaluations and Erasures in Dawn state the ideological positions that problematically discuss unsustainable practices and provide marginalization of environmental concerns. Dawn also analysised

many ecological events and policies in a critical manner – she explained environmental impacts of industrial or governmental actions. This dimension is founded on an ideology of responsibility pointing to organizations that are involved in the destruction of the environment. Furthermore, erasure, or exclusion of significant environmental information, Dawn also establishes an ideological emphasis on ideality including the acknowledged lesser-known impacts of environmental issues. That is why the newspaper's tendency toward such elaborated reports reveals the presence of an ideology associated with the analysis of the environment as a whole and the fight for universal ecological legislation.

Even though Express Tribune also proudly declares it is put out to promote environmental problems it seems to have a Call of Duty din a more restrained and focused way than Dawn. The Express Tribune uses fewer total utterances with 572 overall, fewer still than Dawn's 876 Overall, it seems to approach environmental issues in simplistic, easily digestible ways, denoting an ideology privileging of direct practicality over complex critique. The Express Tribune has used Identities, Metaphors and Conceptual Metaphors frequently, 81 times each which relates to a somewhat more restricted but effective manner of dealing with the environment. Some of the metaphors used are more in the esl tradition and apply the rhetoric of responsibilities usually shared by the communities, while they lack the kind of symbolic matrices of Dawn. In this way, The Express Tribune provides the readers with understanding how the ecological matters affect everyone practically but it doesn't necessarily address with the ideological values of accountability or moral responsibility. This means embracing an ideology that sees the protection of the environment as important from a different political angle but gets the job done without the hysteria. On the other hand, both the newspapers have some basic elements of the environmental paradigm or post-modern sustainable production and consumption which include the tolerance for the assaults on ecosystems by human activity. While Dawn is committed to an activist and advocacy model of ideological support for all circular environmental change, The Express Tribune is more inclined towards a practical alertness model of ideological support where environmental and issues are represented in a persuasive manner applicable to readers without. Therefore, the media discourse of Dawn and The Express Tribune by applying Stibbe's ecolinguistic model shows that both have different but interconnected ecological beliefs. Holding the critical, detailed approach, Dawn positions her work as following the principles of eco-activism and

reconceptualising the ecological problems within the moral-ethical paradigms. That is why the Express Tribune has a less provocative, more accessible narrative, which emblematically has an AP-like mission to inform the public about environmental problems and make them comprehensible to a wider public in the broad sense of American pragmatism. Combined, these newspapers fertilize a multiple perspective, comprehensive yet practical depiction of ecological issues in the Pakistani media.

How do newspaper stories in Dawn and Tribune newspaper depict environmental issues during the year 2024?

Observing the coverage of environmental issues in Dawn and The Express Tribune of the year 2024 one can identify certain trends which speaks volumes of how these two newspapers approach, assess and prioritize the ecological stories. With that method, besides viewing them from the perspective of ideologies, framings, evaluations, identities, and metaphors based on Stibbe's ecolinguistic model, the environmental coverage by the two publications is well understood. Despite the fact that both newspapers cover some of the most pertinent environmental issues, the character of their editorials and their leaning politically also influences the way they popularise the ecological causes.

Ideological Underpinnings and Framing Techniques

There are strong research considerations of ideological biases inherent to each identified publication. Dawn often associates herself with an ideology of practicing environmental functions more responsibly, and for sustainable production. This is evidenced by the way they position themselves while telling stories and formally encoding them via their appropriate moral and ethical tenoring of ecological problematics as inviting the readers to join humanity into responsibility towards nature. In general, adopting framings that stress the outcomes of environmental unresponsiveness, Dawn emphasizes preservation and responsibility issues where governments and large firms stand as a main villain. On the other hand, The Express Tribune tends to be much more practical and easier to understand. While it deals with moral issues in the introduction, it subsequently discusses environmental problems in more simple terms accessible to the average reader, in terms of easy readiness at first sight and the simple conception of the impacts of environmental problems on everyday life experiences, health, and local communities. On the other hand, The Express Tribune contains more of real and simple news. It differs from moral framing covering environmental problems in crude plain language understandable to the average reader it is not about the

changes of people's behaviours but their everyday actions and effects on health and premises. This framing is revealed not to be as ideologically expansive as that of Dawn, Yet, the positive framing concerns a very elemental assumption that environmental concerns constitute needs whose impact is going to be realised at an individual level."

Screening of Environmental Policies and Schemes

The two newspapers engage in policy and initiative evaluation with some measures of emphatic regulation. Dawn principally will usually decode environmental policies most of the time in relation to industrialization, urbanization as well as natural resource exploitation. Because of the valued-orientated approach in environmental policies, Dawn tends to vilify governmental inefficiency, thereby fostering public discourse on audit and transformation. This evaluative focus entails an ideology of specialism in environmental concern; it calls for systematic policy changes towards sustainably environmentally related concerns.

On the other hand, the Express Tribune has their policies based from the practicality aspect as the solution provider. They address environmental concerns such as local conservation measures and environmental conscientization in their stories, yet this is done in quite an ivory tower fashion mostly. This is primarily due to focus upon understanding of issues which are accessible to be resolved with incremental advancements and participation from the community. The Express Tribune is comparatively lesser sensitive to environmental issues than The Guardian, but it is relatively positive because it tends to mention actions and things possible to do regarding the environmental issues.

The Review of Power Dynamics in Discursive Frameworks of Subjectivity and Orientation in Environmental Stories

While 11 of the 15 environmental stories analysed assigned numbers of individuals, communities and institutions as both beneficiaries of destruction or pollution and as polluters, protectors or regulators, two newspapers made these representations more varied institutions as either benefitting from environmental destruction or as pollutants, protectors or regulators. For example, in ethic of care, they write about government agencies as if they are care givers who are responsible for neglecting environment pollution while citizenry and activists are similar to care receivers. Such an identity framing functions to dichotomize story: 'protectors' and 'pollutants,' using English, as a way of preserving a coherent framework of accountability and guilt with relation to the environment.

The Express Tribune, however, more jointly approachable and ISE will look communities and organizations as being equal stakeholders in the process for sustainable development. As with the latter case, the versions of the characters are that while identities are present, they are not to the extreme. It is significantly different from clearly identifying some of the actors as 'good' and some as 'bad,' And actually presents the readers of The Express Tribune with a systematic approach that conveys that the government, the local community and private organizations require assistance to attain ecological goals. It is less 'swarthy', yet, chartered to promote actions' synchronization among one or more people.

Selection of Metaphors as well as Words to address the readers

Metaphor is operational within the construction of the environmental narrative to how seduction is practiced in each of the newspapers. Such narratives of Dawn employ utopian and dystopian imaginations and the very languages that build up concepts of environmental pollution and pollution as existential dangers. It turns into escalation of the environmental problem that such terms as 'ecological catastrophe,' 'climate crisis,' 'process of natural degradation,' and many others are in use. The application of such terms is useful in Dawn's Weltanschauung to enhance understanding learners on issues to do with activism for environmental issues.

Another example is language, which the readers of the Express Tribune encounter with a far less alarmist perception of the environment as 'threats are reconceived as 'challenges' or 'barriers. However, even if these metaphors do still generate a fear, they are not painted with an aesthesia of an apocalypse-type propagative threat that seemed to underpin the early models of the End Times Internet; they are thereby suggesting that there are unambiguous, practical remedies to these ills. This more cautious tone does not correlate with the more rational attitude of The Express Tribune, thus strengthening the position of the readable and quite easy to approach paper for the majority.

Salience and Visibility of Environmental Issues

Among the two, the relevance of environmental concerns is of paramount importance because they can quickly shift gears from being prominent than advantageous to persons and companies. It is also evident from the analysis that each of the publications lays more emphasis on specific environmental themes. To my amazement, Dawn avidly covers environmental matters and records them on the paper on the layout of an opinion section as well as headline section. A high salience does, therefore, substantiate Dawn's preparedness and enthusiasm to

maintain the spotlight on this environment since the matters are national concerns. Due to reporting on this issue daily, weekly, or as news arises, Dawn nurtures an informed public that is aware of the importance of environmental conservation.

At the same time, both environmental stories of moderate news values are to be identified on The Express Tribune and while some of them can be seen on the main tab, most of them can be found in the sections containing stories with specific tags such as health, community, or lifestyle. The discussed type of approach helps to make the environmental topics easy for understanding and relating to reader's life directly without overwhelming him/her with numerous details encouraged. Unlike Dawn, however, it does not have a daily environmental section but does continue to have occasional environmental stories accompanied by emphasis on their relevance to lifestyle and health.

Thus, being two environmental media Dawn and The Express Tribune occupy their own position regarding the majority of the Environmental journalists in Pakistan. I have identified ideological positions in relation to the subject, overall positive or negative sentiment, the construction of self, use of metaphor, and focus, providing four different stories in each of the publications that conforms to the frame of reference of that particular publication's reader base. Where Dawn is more pessimistic, Progressive in a political activism style, in a fight for exposing injustice and bringing about new laws and obligations, The Express Tribune offers a much realistic view to the reader turning environmental issues into practice. In combination, these newspapers are helpful to a varied media system and provide various outlooks which are helpful in developing an informed set of perceptions about ecological problems in Pakistan for the general public and contributing to the development of an environmental awareness and sustainable policies.

What metaphors are utilized in the newspaper stories to discuss environmental issues, and how do they shape our understanding of these topics?

Since environmental journalism is mostly about explaining ideas or phenomenon, which cannot be easily captured in their concrete reality, metaphors have become central to media languages and their discursive practices. In so doing, the newspaper can paint the issues into a picture that stirs an emotion and in the usual fashion provides readers with simple illustrations that explain complex occurrences. By applying Stibbe's ecolinguistic model to the content of newspaper stories in Dawn and The Express Tribune, several metaphors appeared to influence distinct layers of meaning about environmental issues. Analyzing these metaphors,

it can be better understood that how the definition and interpretation of the environmental problems and stresses the necessity, ethical concern and severity of people's actions toward the environment.

War and Conflict Metaphors

Two of the most used techniques of discussing the degradation of the environment are the 'war' or the 'battle' terms. This is a clear pointer that when one hears of phrases such as; fighting climate change, combating pollution or the war on plastics, one is fighting and adversary. Regarding to questions of environment this metaphor places these questions into sphere of warfare, presenting nature as a dying victim in need of a drastic and immediate change. These metaphors position readers against an image of humanity struggling for ecosystem management and hence offer directions for a worldview that sees stewardship of environment as a duty to be done. They also postulate that, as in a war, something is given, that is, something is lost or paid for. For example, they may take some social-related enforcement, for example, restricted use of plastics, or practice that is not friendly to the environment as a mere 'fighting as a rat for survival'. War-like elements therefore discuss the issue to come up as more important and to elicit emotions due to the environmental issue being solved.

Health and Disease Metaphors

Even in the use of health clichés newspapers tend to exploit the subject matter by portraying environmental deterioration as an illness. For instance, what is referred to as the earth sickness, pollution as a poison, the recovery of the earth suggest that environment has a health that is ailing. These metaphors position the Earth as an individual that could be harmed by people; such positioning brings people to care about the planet, and conceive of pollution, deforestation, and climate change as 'diseases' of a systemic war against a dangerous foe. There is considerable evidence that this metaphor has been used by various interest groups to mobilise people and to gain the support of decision-makers for their aggressive 'solutions' to environmental problems by painting nature as a beleaguered victim.

Evaluating these frameworks, both of them position humanity within the fight for ecological saving positioning the reader towards a view of environmental protection as a responsibility. They also mean that, as in warfare, there is the cost, the price that has to be paid. For example, readers may understand one or another of them, such as the exclusion of single-use plastics or the use of environmentally friendly products, as a need of this "battle" for existence. Moreover, the use of war titles gives something of a sense of urgency to promote the label and make the

corresponding environmental problem seem more urgent and appealing to people's emotions.

Borrowing the Supervision Lens: Natural Disaster & Catastrophe Metaphors

Earthly occurrences are often referred to as catastrophes, harbingers of doom; phenomena that describe the effects of changes in the climate are referred to as 'storms', or 'floods', or 'fires,' or 'avalanches'. Language of this kind creates a representation thus depicting environmental issues as forces of nature that are deadly hard to control and which posses' disaster like capacities. For instance, when they use terms such as climate catastrophe, wave of extinctions, a flood of waste that gives a feeling of flood or something wildly out of control that causes destruction. Such metaphors seem to connect to the audiences' threat perception in relation to natural disasters so that environmental degradation is seen as an uncontrollable force, which requires equally serious efforts at prevention to prevent dreadful consequences. While applying the disaster metaphor leads to a helplessness, it also motivates action as a form of defence. Imaging, climate change addressed as the incoming "storm" the above-mentioned metaphors focus more the need to take action before the storm hits.

The Metaphors of System: Machine and Mechanism

Another type of AIs can also be identified in newspaper narratives on environmental issues, where the Earth or ecosystems are referred to as "machines" or "systems." Expressions like the 'natural systems', 'ecological machinery' or 'degradation of ecosystems' suggest that the natural environment is smooth and well-oiled machine whose functions are undone by man. When the environment is conceptualised as a Machine, all parts of the environment are seen as precious components which are vital to the whole, this gives the environment a delicate and fragile quality that has to be maintained. This metaphor also points at proper 'repair' and 'maintenance', where humanity is the operator or the repairman of this macro-ecological network. It suggests that the way people might maintain machinery and serviced it when necessary, that is the way the environment should be treated, meaning people should perform activities that make the environment 'functional' not destructive.

Economic language and Local Resources Description

Finally, economic perspective organizes elements in environmental relations by assigning value to them. The words such as 'asset', 'loss', 'stock', 'depletion', 'sustainable investment' and 'green economy' portray the environment in an economic way. Such metaphors are familiar with how readers think of profit and

loss, and investment, with the environment being likened to an investment, which should be protected for the highest return. This framing suggests that environmental destruction is expensive and that preservation gives high 'rewards' that promote sustainability as smart business propositions. For this reason, though they may not create images as decisive as war or health metaphors, economic descriptions complement the work as they create an appeal to the self-interest in the minds of readers inclined towards economic rationality by painting environmental conservation as the economically sensible option to pursue.

In as much as Dawn and The Express Tribune construct the environment through the metaphors of war, health, catastrophe, machinery and economy, they orient the reader to the issues in ways that amplify cries of immediacy, consciousness, accountability and measures. And each creates a particular kind of response: to fight, build, flee, protect, stand firm, and love the land bit by bit. Through this particular configuration of the questions mentioned above, these newspapers do not only provide knowledge about environment issues, but also prepare possible attitudes and perceptive models to form readers' pro-environmental attitude. These are metaphors that are used to translate the abstract aspects of the environmental issues in to a view that people can physically grasp. In conclusion, analysis of these linguistic choices reinforces the scope of influence on the level of development of public attitudes and behavioral responses to current specific environmental issues.

Conclusion

The indulgence of the Stibbe ecolinguistics framework, the below Dawn and The Express Tribune newspaper stories show how the media industry influences its readers regarding environmental conservation. Comparing and analyzing the selected stories also leaves one with an understanding of how each newspaper reasons about environmental issues, the general perspectives they endorse and the specific language they employ in disseminating difficult ecological facts. This research shows that it is possible to identify the differentiated patterns of the papers' linguistic choices and ideological constructions, which play a role in shaping the public perception of the environment by stressing the need, moral obligation, and linkage to nature. This research shows that the environmental words occurances is 216 of Dawn and 134 of Tribune. This difference is significant, particularly in the case of metaphors, identity framing, and ideological language that Dawn relies on to build a complex, and culturally abundant story of environmentalism. Especially, War, Health, and Catastrophe metaphors which are

often used by Dawn make environmental issues look and feel like an emergency which requires instantaneous attention. Using pathos, this approach empowers public feelings and depicts environmental protection as public responsibility, the outcome reiterates a direct line of action. On the other hand, The Express Tribune, is relatively less demonstrative but it also uses strong metaphorical language and framing for the perception of public. First, this analysis highlighted that each newspaper has its relative advantages in publishing environmental topics in question and through particular perspectives. Metaphors Do's This study reveals that Dawn uses a highly concern and call-for action language presence including high toned urgency and strong appeal to emotion due to the fact that she very often repeats the call for action when it comes to individual responsibility and moral duty towards the planet. On the other hand, The Express Tribune provides insight from sustainable development point of view, portraying the protection of the environment as a noble wealth creation project. Therefore, this study underscores the need to adopt ecolinguistic analysis in the way and manner that media influences people's perception of the environment. Thus, analyzing the narratives of Dawn and The Express Tribune as texts that create discursive attitudes towards ecological issues, we realize that the urgency and value-centered language are influential media discourses. These linguistic patterns play helpful in developing a public awareness of the environment problems on the one hand, and mobilizing society towards initiating as well as embracing change for the better on the other hand. Also, both newspapers representing individual style, structure, and representation to be influenced but at the same time the analysis showed more environmentally recognised elements in Dawn newspaper articles. The conduction of both newspapers on the basis of analysis showed the equal importance for the consideration of finding results. Overall, this research contributes as a whole dynamic of ecologically and environmentally recognised perspective for the media discourse.

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