

A Pragma Semiotic Analysis of Selected Green Advertisements in English

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□ دراسة دلالية / سيميائية لاعلانات بيئية منتقاة في اللغة الانكليزية

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Abstract

The current paper investigates the pragmatic and semiotic relations that hold between the text and image in selected social /nonprofit green advertisement of NGOs campaigning, as well as the hidden message beyond the green advertising discourse. Despite there are many studies on green advertising effectiveness, but most existing researches deal it as a psychological or marketing oriented construct, focusing generally on consumers' perception and behavioral through quantitative modeling. Thus, the current study conceptualizes green advertising as a linguistic and discursive phenomenon to explain how persuasive message is actually constructed through language and semiotic to raise people's awareness toward the natural resources. It adopts an integrated multimodal framework that combines two dimensions (speech act and implicature pointed out in the pragmatics level, visual grammar of Kress and Van Leeuwen for semiotic) to address the discourse genre in which both the visual and textual mode are provided to achieve the communicative goals. Since the relation between the both (text-image relations) may sometimes reinforce one another, at others offering complementary, or even contradict meaning. The results prove that green advertising success to achieve the persuasive purposes through a combination of linguistic resources, semiotic, and the strategic orchestration (expert of the designer, emotive appeals, moral duty, inclusive language, statistical evidence, persuasive and obligation devices) rather than information content alone to build trust, credibility and solidarity. The findings also reached at the point that moral framing and deontic modality together function to shape environmentally responsible behavior as a shared ethical duty rather than an individual choice. Moreover, the findings reflect that green advertising is not just marketing tools but as a cultural spectacle and a performative of speech actions, social events that promote environmentally friendly behaviors and shaping public opinion.

Key words: green advertisement, pragmatic, semiotic, persuasive message and environmental knowledge.

المستخلص

استكشفت هذه الدراسة العلاقات الدرامغامية والسيميائية بين النص والصورة في إعلانات بيئية مختارة باللغة الإنجليزية ، صادرة عن منظمات غير حكومية تُعنى بالتوعية البيئية، بالإضافة إلى الرسائل الخفية التي تتجاوز خطاب الإعلانات البيئية، والتي تهدف إلى رفع مستوى الوعي العام بالمخاطر البيئية، وتشجيع المشاهدين على إدراك العلاقة بين الثقافة الشعبية والطبيعة. وعلى الرغم من وجود العديد من الدراسات حول فعالية الإعلانات البيئية، إلا أن معظمها يتناولها كمفهوم نفسي أو تسويقي، ويركز بشكل عام على تصورات المستهلكين وسلوكهم من خلال النمذجة

الكمية. لذا، تقدّم هذه الدراسة مفهوم الإعلانات البيئية كظاهرة لغوية طويلة الأمد، وليست مجرد حوادث معزولة، وتكشف كيف أثر دعاة حماية البيئة بشكل مقصود على كيفية تصوير الطبيعة، بهدف تحفيز مشاركة المشاهدين، ووعيهم البيئي، وتشجيعهم على تبني سلوكيات مستدامة. كما تُسلط الضوء على كيفية تأثير هذه الرسائل على نظرة الجمهور العام للاستدامة والطبيعة، لتوضيح كيفية بناء الرسائل المقنعة من خلال اللغة والسميائية لرفع مستوى وعي الناس بالموارد الطبيعية. يتبنى هذا البحث إطارًا متعدد الوسائط متكاملًا يجمع بين بعدين (أشار إليها سيرل في المستوى التداولي، وكريس وفان لوين في المستوى السيميائي) لمعالجة نوع الخطاب الذي يُوظف فيه كلٌّ من النمط المرئي والنصي لتحقيق الأهداف التواصلية. ونظرًا لأن العلاقة بينهما (علاقة النص بالصورة) قد تُعزز بعضها بعضًا أحيانًا، أو تُكبل بعضها، أو حتى تُناقض بعضها، فإن كيفية تأثيرها على تفسير المعنى وتفاعل المشاهدين تُثير تساؤلات. وتتمثل الفرضيات الرئيسية التي بُنيت عليها الدراسة فيما يلي: أن الإعلانات الصديقة للبيئة تُعد شكلاً عالميًا لنقل الرسائل البيئية، وهي حاضرة ومستخدمة على نطاق واسع في جميع الثقافات، مما يُعزز تأثير التفاعلات. للتحقق من الفرضيات المذكورة سابقًا، أجرت الباحثة تحليلًا مقارنًا لإعلانات بيئية اجتماعية مختارة من حملات المنظمات غير الحكومية، وذلك لتحديد الدور المحوري للنص والصورة في ترسيخ رسالة قوية وإيصالها بفعالية لرفع مستوى الوعي البيئي لدى المشاهدين، فضلًا عن استكشاف دلالاتها العملية والرمزية. علاوة على ذلك، تُظهر النتائج كيف يستخدم أنصار البيئة الإعلانات الخضراء التي تتضمن رموزًا ثقافية معروفة لرفع مستوى الوعي البيئي، وبالتالي، تُعدّ الإعلانات الخضراء بمثابة مشهد ثقافي يُشجع الناس على تبني سلوكٍ واعي بيئيًا ومواءمة أنشطتهم اليومية مع المبادئ البيئية العامة. وتُثبت النتائج أن تصميم الأفراد والشركات لأنواع مختلفة من الإعلانات يستند إلى خصائصهم الشخصية من حيث الخلفية الاجتماعية والثقافية، والاهتمامات الفردية، والاحتياجات والدوافع، وأنماط الحياة، والاعتبارات السياقية. ويؤثر هذا النوع من الإعلانات على وعي الناس ويزيد من معرفتهم البيئية، أكثر من مجرد نقل رسالة بيئية. بالإضافة إلى ذلك، تُثبت النتائج أن الاختيار الدقيق للنصوص والصور أمرٌ أساسي في الإعلانات الخضراء، نظرًا لأهمية هذه الموارد الرمزية في زيادة معرفة الجمهور وتأثيرها على فعالية جهود التوعية البيئية، وإلهام مواقف وسلوكيات معينة، فضلًا عن فهم القضايا البيئية الكلمات المفتاحية: الإعلانات البيئية الخضراء، التداولية، السيميائية، الرسائل الإقناعية والمعرفة البيئية

Introduction

Recently, green advertising has become as a discursive mechanism by which People behavior, attitudes, opinions and environmental values are greatly affected. It has increasingly played a significant role in constructing public attitudes toward the environmental issues as a social and ethical concern. Chang (2011:19) defines Green advertising as "advertising that claims the advertised products are environmentally friendly or that their production process conserves resources or energy". Beside that Krstić et al., (2021: 93) define green advertisement as Green advertising is primarily designed to promote products developed through environmentally sustainable practices or to communicate an organization's commitment to environmental responsibility. Evaluating its effectiveness is crucial, as it influences consumers' cognitive and affective responses, which in turn shape their environmentally responsible behaviors. Al sayed (2024:388) declares the environmental issues among the topics that have drawn the greatest attention on a worldwide scale. Environmental issues include pollution, energy source depletion, climate change, and dwindling green spaces are now among the world's greatest threats. protecting the environment and minimizing adverse effects. Dahhana and Arenkov (2025:1) state that communities' knowledge of the environment has significantly increased over the past few decades due to growing worries about pollution, resource depletion, climate change and other environmental crisis. This increased awareness has changed the corporate environment in addition to influencing consumer behavior. Green advertising and eco-friendly products have emerged as a result of many businesses incorporating environmental sustainability into their marketing strategy Wang and Li (2022:1) and zhang et al.,(2024:1) describe green advertising as an essential tool for influencing people intentions and promoting sustainable decisions, it serves as a strategic communication bridge between organization and the general public in today's environment, encouraging environmentally conscious public behavior. They add that green advertising depends on the perceived quality of the message, which is assessed by its practicality, aesthetic appeal, and basic veracity, rather than just the physical characteristics of the product. Zhu et al. (2022:949) and Xie and Madni (2023:3-5) show that green advertising has developed into a concept that has lead people to be more interested in environmental issues. They stress the role of green advertising as a communicative stimulus in shaping people's perceptions and providing environmental knowledge (people's awareness and understanding of environmental concepts, natural resources, environmental challenges, conservative activities and the effect of these activities on the natural world).With in the same side, Giroux and Séguin (2023: 8) state the fact that in recent years, environmental campaigns have increasingly relied on advertising and public

awareness messages as practical tools for behavioural change. However, people with high level of environmental knowledge are more capable to interpret and comprehend the message of green advertising and change their environmental behavior. But generally the message should be clear, Wijayanto and Iswari (2021: 101) deal linguistically with the message state that the text (sentence or phrase) in the advertisement must be arranged carefully, more understandable, compelling, and inspiring. However, to optimize communicative impact, advertisements must carefully use rhyme and thematic consistency. This structural alignment guarantees that the message is both aesthetically pleasing and intellectually accessible, improving retention and comprehension among the intended audience. Green and Pelozo (2014:128) and Yang et al., (2015:2663) previously talked on the same topic that the message of the advertisement concentrating on two primary areas: The "What" (the appeal): Selecting the appropriate message style, such as utilizing facts against emotions or emphasizing environmental benefits (altruistic versus self-interested). And the "How" (the framing): Choosing how to convey the information, such as emphasizing the benefits of becoming green (benefit framing) or the dangers of not doing so (loss framing). Kao and Du (2019:11) explain the role of the advertisements in general and the design in particular to change consumption patterns, build a mindset, increase public awareness, and encourage a broader shift toward sustainable and circular consumption practices through repeated exposure, persuasive framing, and calls to action. Kilbourne (1995:7-9) summarise the quality of the message of the advertisement to make it more persuasive as that focuses on human health and environmental protection. It promotes a lifestyle rather than merely a product due to its characteristics are, first, the themes are enhancing human health and safeguarding the environment. Second, the topic is showcasing "green" goods and the idea of sustainable consumerism. Third, the message is to educate customers about resource conservation and environmental safety. Yadav and Pathak (2016:733-35) clarify the relation between green advertising and behavior via drawing on the theory of planned behavior (TPB), thus, by analyzing how its main concepts function within advertising discourse, TPB may be directly connected to green advertising by three central factors: attitudes, subjective norms, and perceived behavioral control that influence human behavior. Escalas and Luce (2004:274) stated that advertisements need to bridge the gap between a global issue and the individual in order to be effective, the most effective advertisements combine a "self-reference" impact with compelling, logical reasons. Put another way, an advertisement has a far greater impact than a generic one when it gives viewers the impression that the environmental message is directly applicable to their own life. Moreover, he adds that people's behavioral intention is greatly increased when they connect an advertisement to their personal experiences, increasing the likelihood that they will test or buy the product. In the context of green advertising, Lee (2008:574) proposed a four-dimensional framework for successful green advertising, begins with social impact, the satisfaction of emotional needs associated with environmental issues, it also emphasizes how a consumer's green self-identity is reinforced by brand image and finally, the perceived legitimacy of environment behaviour, which guarantees that public believes their contribution is successful. Haytko and Matulich (2008:2) investigated the connection between environmentally conscious people behavior and green advertising especially at time of crisis. They first state that green advertisements and public behavior have been increasingly impacted by environmental crisis. They also clarify that during the 1970s global energy crisis encourage the green advertising to appear. Similar environmental and economic factors, have recently reaffirmed the significance of green advertising in influencing environmentally conscious people behavior. Dahhan and Arenkovc (2025:2) highlight the significance of linguistic design also in activating attitudes, norms, and perceived control, even though it explains pro-environmental activities. However, in era of escalating environmental crises, green advertising as a dynamic type of language that shows how language may be used in social, cultural, and persuasive contexts to raise environmental consciousness awareness toward protecting natural resources, encouraging more responsible practices about our planet. El-Sayed (2018:544) describes language as the central resource to create and conveyed meaning, through writing and speech as the two traditional modes of conveying, then, due to advancements in digital technology, However, language functions as a powerful instrument for influencing people and shaping perceptions, these roles come together in environmental advertising to educate and influence people to adopt sustainable practices and eco-friendly attitudes. In the same line, Amallia et al, (2021:66) clarify the vital role of green advertising as an effective way to shape public attitude toward the planet, they describe green advertisements and eco-friendly items as more important due to environmental issues caused by careless human conduct. However, false green promises lead to consumer distrust, thus trust, trustworthiness, and clear environmental communication are crucial for influencing the public attitudes. Wang, et al (2021:1) support

Amallia et al, about the role of humans 'behaviour and lifestyle in saving and protecting the earth, thus understanding environmental crisis is essential, in addition to energy use and industrial activities, environmental issues are closely related to public spending patterns and lifestyle ideals. Furthermore, they offer useful advice for companies to create tactics that lower pollution and protect the environment.as well as encourage them to design advertisements with certain properties to achieve their purposes successfully. The present study tends to address this limitation and propose integrated analytical framework that investigate how textual and visual modes interact to create not only environmental knowledge and enriching people's understanding of multimodal but to construct ecological narratives and advance sustainable values by analyzing green advertisements, the advertisers' implicature, eco-linguistic principles, semiotic and pragmatics relationship and the intended message. Martinec and Salway (2005:340) outline briefly the role of text and picture interaction across multimodal. They contend that despite the two modes' apparent differences and distinct, they function as a cohesive system both formally and semantically. Their theory emphasizes the semantic connections between modes, demonstrating how word and image can complement one another, have distinct purposes, or operate separately. Hence, there are certain questions need to be answered:

1. Which SAs are the most frequent in GAs and why?
2. What kinds of Implicature are employed in GAs to achieve brevity and improve persuasive how do they function to enhance persuasive effectiveness?
- 3.How are visual grammar elements function most effectively within GAs to construct meaning, capture the viewers' attention and encourage them to be active participants in nature protection rather than passive observers?

2.Literature Review

Global environmental crises, such as resource depletion and rapid population growth, have significantly changed modern lifestyles. Climate change, pollution, waste, and so on which continues to be a major worldwide problem. Adopting pro-environmental activities, changing human attitudes and perspective are necessary to address such difficulties. Therefore, encouraging environmental literacy and providing green advertisements are essential tactics for maintaining the ecosystem.For many years, advertising as a form of persuasive communication, has been a fertile domain for linguistic and semiotic analysis. Banerjee et al. (1995) state the fact that although there isn't a definite, accepted definition of "green advertising," he presents a comprehensive definition covering three aspect of advertising, objectives, distinguishing characteristics, and the environmental issues it seeks to solve. They describe green advertising as any advertisement that meets one or more of the following three criteria, begins with promotes a green lifestyle, discusses the relationship between a product or service and the natural environment; and conveys a corporate image of environmental responsibility. However, Paul et.al., (2016:124) based on the theory of planned behavior (TPB) translate green advertising into actual environmental action and people need to engage in specific action to achieve many purposes by their behavioral intention., raising people awareness about environmental crisis, informing public about the eco-friendly characteristic of certain services, constructing positive attitudes toward environmentally conscious. However, this intention captures the motivational factors and degree of effort to select "green" over conventional options for three reasons, first, green advertising fosters a positive attitude by educating people on environmental benefits, second, it strengths subjective norms by framing eco-friendly choices as socially responsible, and finally enhances perceived behavioral control by informing consumers about the accessibility and features of green products. Kao and Du (2020: 1-2) state the fact that the most persuasive and impactful advertisement that combine self-reference and argument quality interact to influence people behavior toward protecting the earth. Self-reference (using cues to trigger people's personal or prior experiences, leading to a deeper level of information processing fostering a more positive attitude toward the advertisement and argument quality (the persuasiveness and relevance of a message are all directly influence people's trust, brand attitude and purchase intent. Thus, at the time that strong arguments satisfy informational demands, the low quality and poor message undermines trust and triggers skepticism)The current study investigates the construction, negotiation, and interpretation of meaning in multimodal environmental advertisements by drawing on two complimentary theoretical frameworks: pragmatics and semiotics to categorize image-text interaction begins with pragmatics, Yule (1996:3-4) has regarded pragmatics as the study of the four aspects begins with the study of speaker's intended meaning, the study of contextual meaning (the influence of context in interpretation), how speakers convey more than what is clearly stated and the last one about how linguistic expressions represent relative distance. Crystal (2010:124) states that pragmatics is not a single field of research because encompasses

many aspects of language use and interacts with many other fields of linguistics. Moving toward semiotics with Kress and Van Leeuwen which together work as a tool to convince people to do certain action and shape people's behavior. Bignell (2002:1-3) defines semiotic as a fundamental framework for comprehending how meaning is constructed and conveyed through signs like words, images, and symbols rather than the meanings themselves, which is originally derived from the Greek word "semeion", which means sign. Barthes' (1977) theory who proposed that text primarily function to limit or restrict the polysemous nature of an image. "What is the text doing to the photo?" was a question that Barthes was among the first to ask. He distinguished two primary functions of text: Anchorage to pinpoint a single meaning because the pictures are "vague" (polysemic) and Relay to show that the picture and text are moved side by side. In the same line Halliday (1994) The "Grammarian" who concentrated on language rather than pictures. He maintained that each sentence performs three simultaneous tasks (metafunctions): Ideational (describes what is going on, the content. Interpersonal (indicates who is speaking to whom (the "tone").and lastly, Textual (Arranges the data (the "layout"). Moreover, Halliday's concept was directly incorporated into advertisements by Royce (1999:1), who maintained that text and images should be viewed as inter-semiotic complementarity rather than as distinct entities. Thus, instead of being separate things, text and images work together to create a "single textual phenomenon" that is cohesive, synergistic, and unified. But on the other side However, combining verbal and visual cues as the study of Martinec and Salway (2005:340-41) who build also upon Halliday's Systemic Functional Linguistics (SFL), they developed a dual-system model to categorize the relation between image and text relation (Status and Logico-Semantic relations)According to status is to show whether the relation between the text and image carry similar weight or not (image- subordinate, text –subordinate or equal), further more they provide Logico-Semantic relations, categorizing interactions into three primary modes: elaboration (the image shows exactly what the text says), extension (the image adds new information the text didn't mention) and enhancement (the image tells you the "where" or "when" of the text). Thus, they criticize Royce's opinion, that his system is a little too limiting since it fails to sufficiently describe the "status" and the "logic". They clarify the point that The text makes the case that we shouldn't merely consider word and images independently. Rather, they should be viewed as a chemical experiment, where the "meaning" of both photos alters when a caption is added. Moving toward the pioneers Kress and Van Leeuwen (2001) who treat image as full language" with its own syntax and "emancipated" status from text. The current study goes beyond layout and structural analysis of Kress and Van Leeuwen (where the image and text are placed) and beyond status and logico- semantics of Martinec and Salway who depend on Holliday and Barthee to add the layer of Intent (pragmatics) from two corners (speech act theory and implicatur). Luca (2020:74) clarify that the comprehensive framework (Pragma-semiotics' metalanguage) which is designed as a descriptive and interpretative approach that offers the terminology and conceptual tools required to encourage people to decode and evaluate the photographs and the words together to get the hidden message. Cheong (2004:163-171) discusses how multi-semiotic advertisements create meaning. He criticizes the studies makes the case that focusing solely on linguistic characteristics ignores the complex meanings created by the combination of verbal and visual components. Cheong investigates how important advertising elements (such as the Lead, Enhancer, Tag, and emblem) function linguistically and visually to create compelling environmental narratives that support sustainability and ecological responsibility. Advertisements include a variety of verbal and visual elements.

3.Methodology

The current section involves the qualitative and quantitative method used to gather information about English green advertisements, as well as the integrated multi models of pragmatic and semiotic. These multimodal elements have the power to support, enhance, or even contradict one another, which affects how viewers understand and react to the intended meaning of the advertisements and capture the message beyond the surface text and image.The choice of this framework is motivated by the study's goal to examine the language use in the advertisements (concentrating on how meaning is constructed to convince people to protect their environment and alert their attitude as well as to what extent does language impose its system on the image) and the visual components, symbols that support persuasion and meaning making in green advertising. Thus, the study looks at how linguistic and visual cues integrate to construct environmentally responsible behaviors and attitudes dealing with green advertising as a communicative practice that shape publics 'perspectives, social norms and moral responsibility rather than merely conveying information for commercial profit. Four selective sample of green advertisement were collected and recorded, from English NGOs campaigns. Advertisements have been selected based on clear three criteria; Firstly, the explicit or implicit inclusion of environmental

themes (such as pollution, recycling, or conservation), secondly, the presence of multimodal components (visual and textual) and thirdly, the communicative intention to raise audience's awareness toward the natural and environment as well as, alert their attitudes or behaviors.

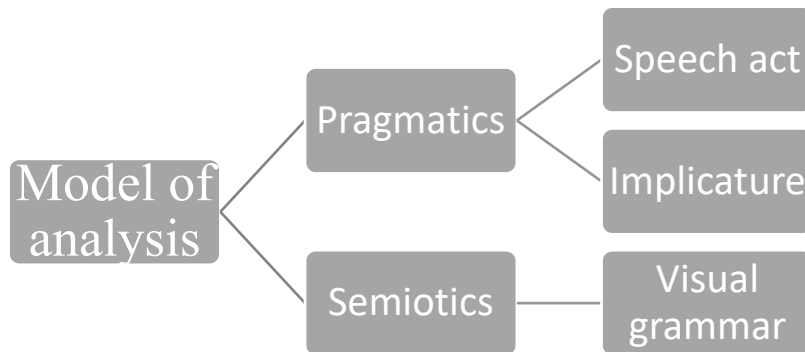


Figure (1): A Pragmatic–Semiotic model for English Environmental advertisements

The data consist of nonprofit and social green advertising texts, which includes advertisements for NGOs awareness campaigns. Data were collected over a four-month period, from May to September 2025.

Data Analysis and Discussion

The current section examines how green advertisement combines linguistic and visual elements to create a persuasive message,

Analysis of the English Advertising

The following data include 3 English

https://www.worldwildlife.org/news/nature-breaking/nature-needs-us-now-wwfs-new-campaign-explained/?utm_source=chatgpt.com

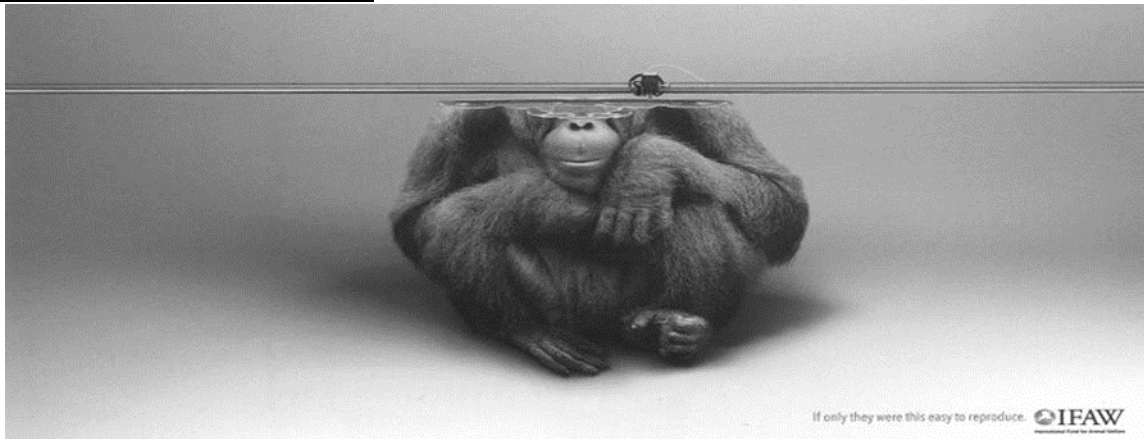


Figure (2) IFAW Environmental Advertisement on Wildlife Protection

General description: This graphic serves as a green nonprofit environmental awareness campaign that communicates urgency through moral framing, emotional appeal, and visual minimalism. The combination of pragmatic meaning and semiotic symbolism design gives it persuasive force, making wildlife conservation an ethical necessity. The caption "If only there were this easy to reproduce" that supporting the image and highlights a high degree of concord, the image offers a factual support for the verbal description. Together, they produce a coherent, persuasive environmental warning. From pragmatic perspective, the utterance "If only they were this easy to reproduce" accomplishes three intertwined speech acts simultaneously. On the expressive level, the conditional particle "if only" evokes a profound sense of regret over a painful reality that cannot be easily changed. This makes it the most dominant act in advertising, as it targets the viewers' emotions before their intellect. The directive act is manifested in the implicit, indirect appeal to the recipient to take action and support the organization. Moving toward the assertive level, the advertisement implicitly states a well-documented scientific fact: that orangutans are difficult to breed in captivity. This statement requires no proof and is taken for granted. Searle's criteria for appropriateness are met, as the organization possesses the moral justification for producing this appeal, finally there is no clear commissive and declarative acts. According to implicature, advertising relies on two main types of implicature, conversational implicature manifests on two levels. The advertisement carries a generalized implicature, automatically implied by the

conditional "if only" in any recipient regardless of their background, suggesting that reality is different and painful. Simultaneously, it carries a particularized implicature, understood only by the reviewer's aware of the context, namely that these entities cannot be replaced or reproduced like physical objects. Conventional implicature, on the other hand, lies in the duality of meaning of the word reproduce, whose established semantic structure carries two inseparable meanings: the biological reproduction of organisms, and the mechanical copying of things. This implication is the heart of the creative advertisement that gives it its semantic shock. From semiotic point of view, the company of image and the caption imply that the restoration of nature and environmental resources to their original state is virtually impossible once they have been severely damaged. Consequently, if the situation of environmental neglect continued, there will be an irrevocable loss of biodiversity. Thus, to analyze it from visual grammar point of view, Kress and Van Leeuwen mention three types, representational (The advertisement conveys a story where technology symbolically hurt nature. Then moving to the horizontal line through the orangutan acts like an arrow, showing the animal being turned into a consumption item. This visual element wants to prove the negative role of industrial and technological activities endanger wildlife. Moreover, the advertisement works on a symbolic level, using the orangutan to stand for all threatened species globally, transforming one animal into a broader message about extinction worldwide. According to interactive: Depending on the image, viewers are in a situation of observers rather than being confronted through direct visual engagement, so, the advertisement engages viewers on two levels. First, the orangutan doesn't look at viewers directly, turns viewers into witnesses who think rather than participants, which encourages moral assessment over direct involvement engagement. The viewing distance creates empathy without losing objectivity, and the level angle promotes ethical thinking by portraying the animal as helpless. Moving toward the compositional meaning, vertically, the orangutan sits as the "Ideal" representing species beauty, and text sits as the "Real" showing crisis reality. Horizontally, left-side emptiness suggests "Given" natural silence, while right-side text presents "New" urgent information about extinction. According to Saliency, there are two types, low saliency which intentionally represents the text to give the whole attention toward the image (high saliency). Finally, with framing; the horizontal line serves as a framing device that cuts through the animal and disconnects the top of the animal from its body. Moreover, there are hidden message beyond the caption that raising awareness of species extinction, highlighting the vulnerability of animal survival, and denounce the illusion that nature can be readily restored after destruction.

Table (١) Speech acts strategies in English Advertisement

Speech Act strategies	Frequency (F)	Percentage (%)
Expressive	1	20%
Representative	1	20%
Directive	1	20%
Commissive	0	0%
Declarative	0	0%
Total	5	100%

Table (٢) Implicature Strategies in English Advertisements

Implicature Type	Frequency (f)	Percentage (%)
Conversational (Generalized)	1	33.3%
Conversational (Particularized)	1	33.3%
Conventional (Lexical)	1	33.3%
Scalar	0	0%
Total	3	100%

Table (3) Visual grammar strategies in English Advertisements

Visual Grammar	Frequency	Percentage
Representational Meaning 1	1	33.33%

Visual Grammar	Frequency	Percentage
Interactive Meaning	1	33.33%
Compositional Meaning	1	33.33%
Total	3	100%

The findings present a balanced distribution of speech act types, with expressive, representative, and directive acts each accounting for 20%, while commissive and declarative acts are absent. This indicates that environmental advertising primarily relies on emotional expression, implicit claims, and indirect persuasion rather than institutional or commitment-based acts. Similarly, implicature strategies show an equal distribution (33.3% each), suggesting that both conversational and conventional implicatures are equally utilized to convey indirect meanings. The absence of scalar implicature reflects the tendency of advertising discourse to avoid graded or quantity-based implications. In terms of visual grammar, all elements are equally employed (33.33%), highlighting that meaning construction in environmental advertisements depends on the integration of representational, interactive, and compositional dimensions.

2. <http://d2clgeqocjw7k2.cloudfront.net/55083e8aa034d3030042e748/SurfriderPlasticF2.jpg>



Figure(3) Surfrider Environmental Advertisement on Ocean Pollution

Similarly, a Surfrider Foundation Europe campaign (2015) warns about ocean pollution. This advertisement operates as a green nonprofit environmental awareness message that critiques consumer culture through a powerful multimodal metaphor. It shows a supermarket scanner shaped like a gun aimed at a turtle, symbolizing how consumer choices harm marine life. The receipt-like text states that "26 million tons of plastic waste end up in the ocean every year," emphasizing the impact of human consumption. The ad urges people to "change the way we consume," directly appealing to the audience and invoking a sense of responsibility. In general, the image is dominated by a human hand pointing a barcode scanner at the head of a sea turtle, a stark suggestion that the sea and its creatures have become commodities to be bought and sold. A receipt bearing the advertisement's text is placed on the right, further emphasizing the contrast between the everyday act of purchasing and its exorbitant environmental cost. The black and white color scheme lends the image a documentary quality, reinforcing the message's credibility and moral weight. Pragmatic analysis, the text employs a series of interconnected speech acts. At the assertive act, the advertisement presents a documented statistical fact: 26 million tons of plastic waste end up in the oceans annually. This statement establishes the persuasive message by lending it an indisputable scientific credibility. On the expressive level, the phrase "You buy. The sea pays" embodies an implicit accusation laden with regret and moral condemnation, holding the consumer directly responsible without explicitly accusing them. The directive aspect is clearly evident in the concluding phrase "Let's change the way we consume," which explicitly calls upon the viewers to change their consumption

behavior. The conditions for relevance, are met when the organization employs the participle "Let's," transforming the people into an active partner rather than a passive recipient. Moving toward the Implicature, Advertising relies on three main types of implicature. Generalized conversational implicature is exemplified by the phrase "You buy. The sea pays," which automatically implies to any viewers that there is a direct causal relationship between the act of buying and environmental harm, without requiring any specific context to understand this relationship. On the level of Particularized Conversational Implicature, the image of the barcode pointed at the turtle conveys a profound implicit meaning, understood only by a recipient aware of the environmental context: that marine life is paying the price for human consumption with its life, and that the ocean has become a dumping ground for commercial waste. Conventional implicature, on the other hand, lies in the implicit link between the phrases "You buy" and "The sea pays," as their parallel structure carries a firmly established conventional meaning of correspondence and causation, making the consumer a responsible party in the equation of environmental destruction. Scalar implicature, however, is absent from this advertisement. According to the semiotic perspective, representational meaning shows how the scanner connects human consumption habits to nature in general and marine life in particular, creating a narrative of environmental crisis. Interactive meaning, appear through, the turtle looks toward the viewer, meets ours directly, creating emotional engagement and moral confrontation. Finally, compositional meaning (how elements are organized). The scanner and turtle occupy central visual focus, guiding interpretation immediately. The powerful visual occupies the central/upper space (Ideal message), while textual information provides factual grounding (Real). Saliency: The scanner and turtle attract immediate attention due to contrasting appearances, central location, and disturbing concept. The caption appears on a receipt shape on the right side. using the "Given/New" arrangement, the image (showing the problem) is the "Given" part on the left, while the text appears on the right is the "New information on the right. Words explain the image's meaning by connecting consumption to environmental crisis and ocean harm. Additionally, because consumer decisions might damage the ocean, it makes the viewer feel terrible or accountable. The scanner warns that living things are being treated like commodities for sale and symbolizes how industry manipulates and harms nature. Overall, the picture draws attention to the environmental damage that regular purchasing practices conceal.

Table (4) Speech acts strategies in English Advertisement

Speech Act Type Realization in the Ad		Frequency	Percentage
Expressive	Implicit guilt & sorrow (<i>YOU BUY, THE SEA PAYS</i>)	1	33.3%
Representative	Statistical claim (26 million tons...)	1	33.3%
Directive	Indirect call to reduce plastic consumption	1	33.3%
Commissive	—	0	0%
Declarative	—	0	0%
Total		3	100%

Table (5) Implicature strategies in English Advertisement

Type	Realization	Frequency	Percentage
Conversational	"YOU BUY → the sea suffers" (cause-effect implication)	1	50%
Conventional	"pays" metaphor (non-literal meaning)	1	50%
Scalar	—	0	0%
Total		2	100%

Table (6) Visual grammar strategies in English Advertisement

Element	Realization	Frequency	Percentage
Representational Meaning	Turtle as victim (participant)	1	33.33%
Interactive Meaning	Direct gaze → emotional connection	1	33.33%
Compositional Meaning	Focus on turtle + contrast background	1	33.33%
Total		3	100%

The analysis of the environmental advertisement reveals a balanced integration of pragmatic and visual strategies. In terms of speech acts, expressive, representative, and directive acts are equally distributed (33.3% each), indicating that the advertisement combines emotional appeal, factual information, and indirect persuasion. The expressive element evokes guilt and empathy, while the representative act strengthens credibility through statistical evidence. Regarding implicature, both conversational and conventional types are equally employed (50% each), reflecting the reliance on implicit meaning. From a visual grammar perspective, representational, interactive, and compositional meanings are equally utilized (33.33%), highlighting the multimodal nature of the advertisement https://assets.worldwildlife.org/www-prd/graphics/25_2600_NNUN_Stats_PSA_Bus_Mall-Posters-081125-xUAqmBp.original.jpg

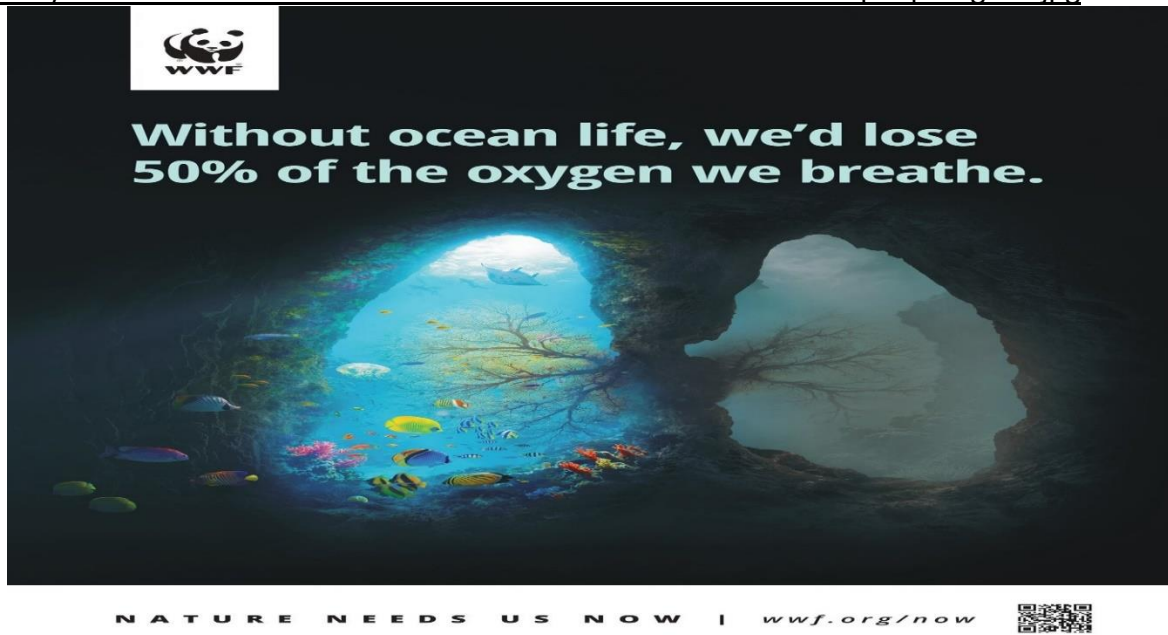


Figure (4) WWF Environmental Advertisement on Ocean Conservation

General description. This advertisement, issued by the WWF (World Wide Fund for Nature), depends on a striking visual image depicting two human lungs as two adjacent caverns; the left one teeming with colorful marine life, fish, and coral, and the right one dry, dark, and devoid of life. This visual duality is the core of the message; it allows the viewer to see firsthand the implications of ocean loss for the most basic human survival: breathing. The organization's logo is placed at the top, and the slogan "Nature Needs Us Now" at the bottom completes the persuasive circle. According to Pragmatic viewpoint The text employs a series of integrated speech acts. **"Without ocean life, we'd lose 50% of the oxygen we breathe. Nature needs us now."** At the assertive level, the advertisement presents the scientifically accurate fact that the oceans produce 50% of the oxygen we breathe, a statement that lends the message solid scientific credibility. On the expressive act, the conditional phrase "we'd lose" evokes a profound existential anxiety, targeting the viewer's survival instinct before their intellect. Nothing stirs the emotions like a direct threat to the most basic of things: the air we breathe. The directive, on the other hand, is evident in the explicit appeal "Nature needs us now," which calls upon the recipient to act immediately, employing the word "now" to emphasize the urgency of the message. Moving toward implicature, advertising relies on two active types; at the level of generalized conversational implicature, the phrase "we'd lose 50% of the oxygen we breathe" automatically implies to any viewers that human survival is existentially linked to the health of the oceans, and that the destruction of marine life means the destruction of humanity itself. At the level of particularized conversational implicature, the visual image of cavernous lungs refers to an implicit meaning understood only by a recipient capable of connecting the anatomical shape of the lung to the shape of a cavern, thus making environmental destruction a direct assault

on the human body itself. The advertisement also shows the absence of scalar implicature in the advertisement due to the nature of environmental discourse, which prioritizes clarity, urgency, and emotional impact over graded or scalar expressions. Instead, the advertisement relies on conversational and conventional implicatures to convey powerful and comprehensive persuasive message. The advertisement implying that neglecting ecological responsibility is the same as accepting a form of civilizational suicide. The advertisement implicitly criticizes irresponsible human behavior and warns that neglecting the ocean is a form of collective self-harm. The intended meaning here is emphasizes that ocean biodiversity is essential for human life, because marine ecosystems contribute significantly to oxygen production. On a visual level, the persuasive effect is embodied through the elements of visual grammar. The representational meaning is achieved by depicting the ocean as two human lungs, a symbolic representation linking the environment to human health. The interactive meaning lies in visually engaging the viewer, placing them in a position that makes them feel directly connected to the scene, thus reinforcing a sense of responsibility. The structural meaning is embodied through the contrast between the bright, vibrant part and the dark, lifeless part, which directs the viewer's attention and highlights the seriousness of environmental degradation.

Table (7) Speech acts strategies in English Advertisement

Speech Act Type	Realization in the Advertisement	Frequency	Percentage (%)
Representative	Scientific claim (50% of oxygen)	1	33.3%
Directive	Indirect call for action (<i>Nature needs us now</i>)	1	33.3%
Expressive	Implicit urgency and concern	1	33.3%
Commissive	—	0	0%
Declarative	—	0	0%
Total		3	100%

Table (8) implicature strategies in English Advertisement

Implicature Type	Realization in the Ad.	Frequency	Percentage (%)
Conversational	Human survival depends on ocean life	1	50%
Conventional	Personification (<i>Nature needs us</i>)	1	50%
Scalar	—	0	0%
Total		2	100%

Table (9) Visual Grammar strategies in E Ads.

Visual Element	Realization in the Ad.	Frequency	Percentage (%)
Representational Meaning	Ocean depicted as human lungs	1	33.33%
Interactive Meaning	Viewer engagement and involvement	1	33.33%
Compositional Meaning	Contrast between life and death	1	33.33%
Total		3	100%

The findings indicate an equal distribution of speech acts, with assertive, directive, and expressive acts each accounting for 33.3%, highlighting a balance between factual information, persuasion, and emotional appeal. Implicature analysis reveals an equal use of conversational and conventional implicatures (50% each), emphasizing reliance on implicit meaning and personification rather than scalar expressions. Visual grammar results show a balanced use of representational, interactive, and compositional elements (33.33% each), confirming that meaning is constructed through integrated multimodal strategies.

5. Result and Discussions

The study of environmental advertisement in English reveals that the advertisers build their advertisements on persuasive message, including directive and assertive speech acts that portray environmental issues as morally imperative and real. Text and visuals in both datasets complement each other to raise awareness rather than achieve business objectives. This is in line with Martinec and Salway (2005) who described, image-text relations across different types of multimodal discourse. Notable, English advertisements, show more ideological depth by framing environmental damage as a worldwide ethical concern connected to human survival through deeper implicature, symbolism, and emotional contrast. The results demonstrate how green nonprofit/social advertising is different from commercial advertising in that it does not employ consumer desire or product appeal to convince. Rather, it uses moral responsibility, urgency, and communal duty to convince. Protecting the earth is presented as a social and ethical necessity rather than a choice of lifestyle. Additionally, by mixing ecological facts with implied meanings that direct interpretation and construct attitudes, the advertisements affect audiences without relying on direct commands. One of the main conclusions is that the corpus consistently creates an ideological narrative that frames environmental conservation as a moral imperative connected to survival and social legitimacy and environmental destruction as a human-produced problem that society has normalized. In this way, the advertisements do more than only convey environmental reality, rather, to influence and alter peoples' behaviour through strong text - image concord because the image provides emotional and visual evidence, while the text anchors meaning and reduces ambiguity. In addition to that, the study demonstrates that multimodal coherence is the source to get the persuasive success. Overall, persuasion is generated through the coordinated interaction of language and visuals rather than through either mode in isolation. This is in line with Luca (2020) who proves that building on the multimodal approach for analyzing advertisements make it more comprehensive, hence, globalization analysis via using Pragma-semiotic framework to provide deeper layers of cultural identity. Moreover, the analysis cannot be restricted to a single model as well as it is necessary to recognize that a photograph in advertisement is not just a decoration; it has the same functions of the verbal expressions. From a pragmatic perspective, the results show that these green nonprofit advertisements persuade through repeated speech acts: expressive, directives, assertive and finally through institutional identities and logos, commissive acts appear weakly, implying commitment while transferring accountability to the public. In general, the advertisements present the audience as morally accountable and expected to act rather than merely watch. According to the investigation, the advertisement deliberately uses implicature and presupposition to increase persuasiveness without placing responsibility. Implicatures allow the message to persuade through inference rather than confrontation by framing environmental crises as human-caused yet preventable and warning that continued neglect will result in major ecological and health concerns. Moving toward the role of visual description through, the findings also support the idea that social advertisement and green NGOs serve as a powerful type of multimodal persuasion in which environmental meanings are created through the coordinated use of verbal, visual, and semiotic resources. Persuasion in all of the examined advertisements results from the strategic arrangement of discourse in a way that turns ecological problems into moral, civic, and survival-oriented issues rather than just from the presentation of environmental facts. The multimodal findings reveal that persuasive meaning emerges through three meta-functional processes: representational, interactive, and compositional meaning. In order to activate the audience's ethical judgment, emotional alignment, and perceived duty, the advertising constantly mix explicit messaging (such as restriction, reminder, scientific assertion, or urgency statement) with a multimodal design. On the same line, although environmental awareness is the advertisements' intended meaning, their hidden message creates a deeper ideological narrative: eco-protection is presented as a moral duty required for human survival and collective responsibility, and environmental harm is not accidental but rather socially normalized. A major theme in all of the advertisements is their adoption of a dual communicative goal: they simultaneously (a) inform viewers about environmental issues and (b) encourage them to alter their behavior and attitudes.

6. Conclusion

The findings of this study demonstrate that the effectiveness of environmental advertising that is not based solely on visual appeal or emotional messaging. Rather, it is achieved when these elements combine in an integrated discourse system that combines ideational content, interpersonal interaction with the recipient, and textual organization into a cohesive whole. Pragmatic analysis has revealed that meaning in effective environmental advertising is not read but inferred, and not stated but implied. The true persuasive message is formed in the semantic space between what the advertisement says and what it evokes in the recipient's

consciousness and culture. Hence, the importance of pragmatic and semiotic analysis emerges as an indispensable tool for understanding the mechanisms of this discourse. It not only reveals what environmental advertisements say but also illuminates how they generate moral obligation, reshape environmental awareness, and drive actual behavioral change. The analysis shows that advertisements relying on abstract, general language, such as "We love the Earth," fall short of the required level of persuasive quality, while advertisements that employ precise data, documented statistics, and vivid visual metaphors achieve deeper environmental awareness and a more lasting behavioral impact. The findings also demonstrate that the environmental designer or advertiser does not act as a neutral conduit of information, but rather as a creator of meaning who frames environmental challenges using deliberate linguistic and semiotic tools—such as metaphor, implication, evaluative description, and color symbolism to instill a sense of urgency, responsibility, and moral pressure in the recipient. Therefore, environmental advertising is not, at its core, a means of disseminating environmental facts, but a well-established discursive strategy that reshapes how people perceive their relationship with nature and transforms environmental awareness from an intellectual stance into a profound ethical and behavioral commitment.

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