

**LANGUAGE ECOLOGY AND ENVIRONMENTAL SUSTAINABILITY: AN ECOLOGICAL DISCOURSE ANALYSIS OF PAKISTANI PRINT MEDIA ARTICLES**

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Original Article

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**Abstract**

*The current study aims to highlight the environmental issues represented in Pakistani print media. The study seeks to sensitize people regarding the pivotal role of language in shaping the ideology of masses as to how ecological sustainability is significant for human existence and the way such dominant narratives are materialized through media discourse. Media has the power to (re)frame the ideology of larger audience through significant visual/linguistic content that paves the way for social change through viable social institutions to a wider audience. For this purpose, purposive sampling technique has been employed for data collection and five newspaper articles, published in Dawn, pertaining to ecological issues are taken into account for the analysis. The study follows theoretical model suggested by Stibbe (2015) in his book *Language, Ecology and the Stories We Live By*. The findings of the study suggest that the environmental problems in Pakistani newspaper articles are referred to as ambivalent discourses that focus only on the environmental degradation and natural disasters with anthropocentric perspectives. Moreover, the discussion has demonstrated that conviction and salience are also incorporated to propagate the ideas of ecosophy. However, they should be improved and their perspective should be broadened to incorporate the aspects of nature that, though not harmful for humans, are harmful for nature itself and the environment.*

**Keywords:** Ecology, Ecosophy, Environmental Sustainability, Ecolinguistics, Discourse, Print Media

**1. INTRODUCTION**

Ecolinguistics, as a paradigm in the domain of linguistics formally came into being in the 1990s. It is an extension of sociolinguistics, and started taking into consideration the ecological context including the other living species and physical environment along with the society. The term “ecolinguistics” was previously used generally as a metaphor for “ecology” including its other branches in relation to language like linguistic ecology and communication ecology. However, it did not include the study of other

living species and the physical environment. The approach towards Ecolinguistics has now been changed and has widened itself by including the study of all the natural elements whether living or non-living, biotic or abiotic (Stibbe, 2015). The “Eco” of Ecolinguistics literally refers to ecology and deals with the study of the relationship between various living organisms with other living organisms as well as the physical environment in which they live.

Ecolinguistics is a sub-field of Applied Linguistics and seems to have been sparked

from a speech by Halliday (1990) "*New Ways of Meaning: The challenge to applied linguistics*" which tried to build a nexus between language and its consequences in the ecological context. Halliday (1990) brought forward the challenge to apply linguistics to resolve the contemporary issues especially destruction of the ecosystems. He elaborated his stance by giving the example of "economic growth". He proclaimed that "countless texts repeated daily all around the world contain a simple message: growth is good. Many is better than few, more is better than less, big is better than small, grow is better than shrink" and this leads to the exhaustion of natural resources and leads to environmental destruction. Hence, this speech developed linguistics in a multidisciplinary dimension that could help to investigate the contemporary threats to the environment by incorporating a range of linguistic tools in the ecological context. According to The International Ecolinguistics Association (2018), *Ecolinguistics explores the role of language in the life-sustaining interactions of humans, other species and the physical environment. The first aim is to develop linguistic theories which see humans not only as part of society, but also as part of the larger ecosystems that life depends on. The second aim is to show how linguistics can be used to address key ecological issues, from climate change and biodiversity loss to environmental justice.*

Further, Abram (1996) states that writing has slowly detached the people belonging to literate cultures from their natural world and has turned them away from nature to such an extent that human beings' innate and inherent harmonization and conformity with nature has been wrecked and replaced by their self-established, complex system of linguistic signs.

### 1.1 BACKGROUND OF THE STUDY

The ecological analysis of language involves the application of a number of linguistic tools like critical discourse analysis, framing theory, cognitive linguistics, identity theory,

rhetorics and systemic functional grammar in order to unravel the hidden motives beneath our worldviews. In his book *The stories we live by*, Stibbe (2015) is of the view that there are various types of cognitive structures that exist in the minds of individuals living in a particular society. These cognitive structures prevail throughout a society that mark a significant impact on the way people think and act towards each other, other living species and their natural habitat. The ecological framework questions these stories with respect to ecosophy, highlighting the anthropocentric motives behind them that affect nature and change the exploitative human behaviours by promoting the stories that are environment friendly and protect the ecosystem (Stibbe, 2020). Therefore, Ecolinguistics strives to practically influence the world by countering the destructive stories and exploring the new one that would be favorable to live by. Further, Stibbe (2015) includes the Eco-destructive and harmful stories, consumerism, unlimited economic growth, advertisements, intensive farming, and the ones that approach nature as a commodity or a source of raw material. Ecolinguistics makes the use of "Positive Discourse Analysis" to cast around the innovative stories to live by and Ecolinguistics does so by exploring nature writings, poetry, environmental writing and various other traditional forms of language.

Ecological analysis of language examines the text with respect to environment in order to bring into the limelight, the underlying, hidden assumptions, discourses and the extent to which they are optimum in achieving its environmental aims (Harré et al., 1999). It also deals with the analysis of the discourses that could be of significance for ecosystem in the future like neoliberal economics, consumerism, lifestyle magazines, politics, or agribusiness. Stibbe introduced the term "*The Stories we live by*" in 2015 along with the cognitive approach and supported it with eight kinds of stories i.e., ideology, framing, metaphor, evaluation, identity, conviction, salience and erasure (Stibbe, 2020).

Language diversity is based upon the interconnection between the diversity in local languages of a particular region and the biodiversity of that region. The relationship between them is constructed because of the fact that the culture of an environment is encrypted in the local languages. Further, due to the strong impact of globalization, the languages that have managed to globalize and spread throughout the world, like English, have also successfully dominated the other local languages and have replaced them (Nettle & Romaine 2000). However, this loss of local languages is also accompanied with the loss of local culture and traditional knowledge that is related to the ecology of a region and is sustained within the regional languages (Harrison, 2007). Therefore, the research in the domain of Ecolinguistics endeavors to keep intact the cultural diversity as well as the diverse linguistic set that helps it to sustain (Maffi, 2012).

Nettle and Romaine (2000) also support this aspect of Ecolinguistics suggesting that the indigenous people are the ones who are fully equipped with the relevant and practical knowledge of the delicate tropical environments. Further, most part of the knowledge pertaining to the local ecosystems is saved by encrypting it in the indigenous languages which are being lost and must be prevented from being vanished away in order to take care of these regions. Muhlhausler (2003) reinforced the idea stating that those who are capable of perceiving the strength of interconnection between linguistic diversity and biological diversity can consider the amount of threat being posed by the fleeting decline in the linguistic diversity of the world.

Keeping in view both aspects of Ecolinguistics, it can be influenced that the language and linguistic diversity is deeply rooted in the ecosystem and biodiversity of an area. The ecosystem of a region is deeply embedded in the linguistic system and gets significantly influenced by it. This research therefore, aims to study the role of ecological articles published in

Pakistani Newspapers with respect to the Ecological perspective.

### 1.3 STATEMENT OF THE PROBLEM

Environmental problems in Pakistan have been significantly increased in the past few decades as compared to the other parts of the world. Most studies have suggested that the reason behind growing environmental degradation and pollution in Pakistan is its geographical location as it lies between the industrial power China and emerging industrial power, India. However, major sources of environmental pollution in Pakistan are not off-border rather there are indoor sources which frequently contribute to environmental degradation. Since various newspapers being published in Pakistan have done tremendous efforts to spread awareness among masses regarding current environmental scenario, there is need of a critical research to promote environment sustainability and ecosophy. Despite these efforts, resistance in the pace of environmental degradation is not seen yet. Therefore, this issue needs to be addressed well in time in order to save the country from being environmentally deteriorated rather harmful to inhabit. This research deals with the investigation of the environmentalist articles published in Pakistani newspapers and aims to bring into the limelight as to how language plays an integral role in promoting ecofriendly discourses to prevent the ecosystem from destruction.

### 1.4. RESEARCH QUESTIONS

The study deals with the following research questions:

- What role does language play in promoting environmental issues in Pakistani newspaper articles?
- How does language of Pakistani newspaper articles propagate ecosophy and Ecophilic ideas?

### 1.5. RESEARCH OBJECTIVES

This research aims to:

- Examine the ways in which environmental issues are represented in Pakistani newspaper articles
- Investigate the use of language that helps promoting ecosophic and ecophilic narrative

### 1.5 SIGNIFICANCE OF THE STUDY

This study emphasizes environment sustainability and it also attempts to highlight ecological issues being portrayed in media discourses. Since Pakistan is the most affected state because of environmental pollution and global warming, therefore, there is a dire need to promote environmentalist philosophies and inculcate awareness for environment protection at individual level. Besides, the ecofriendly narrative needs to be promoted and the ecologically exploitative ideas should be denounced in order to make the world a better place to live in. Keeping the aforementioned ideology in view, the study is significant because it unfolds such environment destructive ideas and seeks to promote ecofriendly narrative that helps to (re)frame cognitive structures of the masses in a positive manner.

## 2. LITERATURE REVIEW

Ecolinguistics find its roots in the term “Ecology” that was for the first time defined by a German biologist, Haeckel (1866) as “the study of the interrelations between organism and their living and non-living surroundings – including organisms of the same and of other species”. Afterwards, an American Linguist, Haugen (1972) built a nexus between ecology and language and brought the focus of researchers towards the ecological study of the languages and the linguistic study of the ecology. Therefore, for this marvelous achievement of bringing out a correlation between sociolinguistics and psycholinguistics, he is admired as the pioneer of ecolinguistics (ecology of language).

The ecological aspects highlighted by Haugen made it mandatory to study a language in terms of its ecology, language ecology, which provided the gateway to the emergence of Ecolinguistics as a field of study and research and a branch of linguistics in 1990s (LeVasseur, 2014; Stibbe, 2015; Chen, 2016; Wenjuan, 2017; Fill, 2018).

The historical development of Ecolinguistics has been divided into four parts by Steffensen and Fill. These four parts include: 1) *existence of language in a symbolic ecology (the coexistence and impacts of multiple languages in a geographical region or social institution, creolization, language extinction etc.)*, 2) *existence of language in a natural ecology*, 3) *existence of language in a sociocultural ecology* and 4) *existence of language in a cognitive ecology (Steffensen and Fill 2013, p. 2)*.

Abram (1996) in his book, “*The Spell of the Sensuous: Perception and Language in a More-than-Human World*”, provided an intense description of the ways in which the wider ecology that includes “the more than human world” constructs language and perception in oral cultures and enable the people harmonize with their ecosystem and live in conformity with it.

As the further developments started to occur in ecolinguistics, Fill (2001), for the first time, developed and defined the required terminologies for its different areas. First is “ecolinguistics” that is defined as a term that could be applied to all the areas of research that consolidate the ecological and linguistic studies. The second term he defined was the “Ecology of language” which investigates the interaction that occurs among other languages to keep the linguistic diversity intact. The third term defined by Fill is of “Environmental linguistics” that according to him transfers the ecological and environmental terms and principles to the study of language. Defining ecolinguistics, Fill (1993) also stated that it deals with the investigation and examination of the role language plays in

the catastrophe and destruction of the natural environment and the possible solutions it may offer to cater the ecological and environmental problems. It can be rightly claimed that ecolinguistics connects the study of linguistics with that of ecology and environment. Therefore, ecolinguistics examines the environmental texts and discourses with respect to a critical ecosophical point of view and criticizes and appreciates them. Chen (2016) talks about the “principle normative framework” and suggests that ecolinguistics draws upon the idea of “ecosophy” as its framework which is a doctrine that promotes ecological harmony and environmental equilibrium.

In addition to the above discussion, Wu (2018) characterizes the 21st century as a Post Globalized world filled with consumerist identities throughout the society. Therefore, according to her, ecology must step forward to determine the innovative and new world views and ecological friendly perspectives because they are of prime importance in contemporary world with increasing threat of destruction to the ecosystems and the planet earth as well as the extinction of languages. Ecolinguistics studies the behavioural relationship between humans, nature, language, and culture. It analyzes whether the relationship between them is harmonized, sustainable and a mutually rewarding one or not by appreciating linguistic, biological and cultural diversities. For the sake of this analysis, ecolinguistic studies are meant to offer some suitable frameworks to study the discourses which could positively impact and help to sustain the “systems that support life” (Wu, 2018).

Though ecolinguistics is the study of language, it studies language in line with the ecosystem and the natural environment in which the language being studied is used (Derni, 2008). Muhlhausler (2003) envisioned that in most of the Western societies, a general perception pertaining to the ideology of environmentalism is that the choice of protecting the ecosystem and saving the planet earth is

upon the shoulders of the responsible citizen only. Further, if the individuals make this choice of protecting the environment, the results at a wider of global level would be meagre and uncertain in front of the power politics, the environmental crimes being done at a large scale and the continued ignorance towards the ecosophy and an indifference towards the rapidly changing environment. Therefore, the role of environment friendly language in sustaining the ecology is highly uncertain. However, he still depicts his involvement into the discourses related to moral responsibilities of the individual consumers towards the environmental policies and social processes.

### 3. RESEARCH METHODOLOGY

This study is qualitative in nature and seeks to interpret the data to gain deeper insight into phenomenon. It attempts to reveal the relationship between language and ecology with respect to the ways in which certain ecosophical and ecological narratives are manifested. The data for this research comprises five newspapers articles and the sampling technique is purposive. The articles selected for analysis are:

Environmental Degradation by Murtaza Talpur, Published on March 20, 2017

Protecting Nature by Dr M. Asif, Published April 6, 2018

ENVIRONMENT: UNABLE TO BREATHE by Xari Jalil, Published January 20, 2019

Protecting the Environment, Published June 5, 2020

Environment in Danger, Published June 5, 2021

#### 3.1 THEORETICAL FRAMEWORK

The theoretical foundation of the current study is based on Stibbe (2015) framework which is primarily used for Eco linguistic analysis as suggested in his book *Language, Ecology and the Stories We Live By*. The analysis is drawn upon three types of stories in order to gain deeper insight into the text.

### 3.1.1 AMBIVALENT DISCOURSES

Ambivalent discourses are positive but still problematic discourses of ecology, conservation, sustainability and green advertising. These discourses have a positive aim to deal with the ecological problems and they may be influenced by political or commercial interests. The mainly prevalent 'green' discourses are often ambivalent discourses because they represent some aspects to be in accordance with the ecosophy and some aspects against it.

Ambivalent discourses represent the following characteristics:

- a) They represent plants, animals, rivers and forests as resources and objects to be exploited
- b) They represent solutions to environmental problems in small activities such as recycling without reducing overall consumption of society.
- c) They hide the agency and disguise the blame for ecological destruction

### 3.1.2 CONVICTION

Conviction is a story in the minds of people regarding the truth, certainty, uncertainty or falsity of a particular description regarding the world. Conviction is analyzed by looking at Facticity patterns. Facticity Patterns include linguistic patterns that make a description appear to be true, uncertain or false. Conviction is not about the objective truth but the beliefs on the certainty of something.

### 3.1.3 SALIENCE

Saliency is a story about something that is considered to be important or worth consideration and is incorporated in a text by using saliency patterns. Saliency patterns are linguistic patterns that foreground a particular area of life and represent it by highlighting and making it prominent. Ecolinguistics attempts to increase the saliency level of the more-than-human world in the linguistic texts.

## 4. ANALYSIS AND DISCUSSION

The selected articles are analyzed on the basis of Ambivalent Discourses, Conviction and Facticity Patterns and Saliency in order to find out the answers to the research questions.

### 4.1 AMBIVALENT DISCOURSES

In the selected articles, various ambivalent discourses are evident. These discourses are either backed by political agendas or consumerist motives. In the first article that was published in 2017, Environmental degradation is not considered in itself a problem. It is rather, presented as the cause of various other problems like poverty, natural issues and health disasters. Moreover, the talk regarding any agency behind environmental degradation is highly absent that presents is as something self-occurring. Moreover, as the article entitles as "Environmental Degradation", degradation of the environment should be of the prime concern. Whereas, in this article, the problems it arises are highlighted as the topic sentence is stated as "*One of the major causes of poverty in the country is environmental degradation.*"

Moreover, as environmental degradation is considered the cause behind the reduction of "*natural resources such as water, air and soil*" are only included in them as they are of prime importance for the survival of human beings. Moreover, these natural elements are mentioned as resources and resources are the things that are meant to be exploited. Further, environmental degradation is the reason behind the destruction of "ecosystems and habitat" and according to this article, the environmental degradation is what "*leads to deforestation and wildlife extinction and increases pollution*". However, practically seeing, Deforestation is basically one of the anthropogenic activities that gives rise to deforestation, spoils the wildlife habitat and therefore results in wildlife extinction as well. So, environmental degradation is not actually the cause of these problems like deforestation, it is the result and should be

considered as a result of anthropogenic activities rather than a cause of various environmental problems.

In addition to that it has been claimed that the ecosystem influences the “*livelihood of many poor people*”. The idea is quite appreciable as it includes the concerns of poor class of the society. But the controversial idea is that it deals with the human concerns and the human society and economy in the longer run. As the writer states “*If it continues to deplete where then will those people go?*”, he still reflects a subsidiary and marginalized approach for those who are poor and does not show any intentions of their inclusion into the mainstream society.

Further, the article does not see the destruction of environment as a serious problem in itself and considers the problems that occur because of it stating “*The depleting of natural resources has no doubt resulted in unprecedented rains, cyclones, flooding, earthquakes, drought*”. It is done so due to the fact that these natural hazards are harmful to human beings, their society and economy as they “hamper the country’s economic progress”. The writer also views the “Extreme weather conditions” that occur due to environmental degradation are also mentioned in terms of affecting “socio-economic conditions” as well as “damaged infrastructure”. In this aspect of humans concerns towards the environment, the writer is also focusing on “the huge losses” being faced by “our farm industry”. The article successfully ignores the agency behind environmental degradation that is without any doubt, the human beings. It also portrays human beings as the ones who only suffer from environmental degradation and does not place upon them and holds them responsible for the environmental pollution. Moreover, it hides the living beings other than human, the wild animals behind the abstractions like biodiversity and wildlife.

In the second article considered for analysis that was published in 2018, only two dimensions of “environmental sustainability” are considered as the key dimensions and that include “*conservation of water and forestation/plantation*”. The writer is not focused on any other aspect that needs to be conserved like global farming, wildlife, air and land pollution. It is because the focus is on protecting only those aspects of nature that are largely affecting human life though the article is entitled as “*Protecting Nature*”. The contemporary world is suffering from water scarcity and deforestation at large and they are giving rise to numerous other environmental and health problems; therefore are focused and stressed by the author.

In the article taken from 2019 publications, the slogan of a campaign being run by an environmentalist and activist, Ahmed Rafey Alam is mentioned that is “*#Saans Lenay Do*”. This basically aroused from Alam’s observation of presence of breathing problems in almost every other person. Moreover, it is a campaign specifically against Air Pollution. Once again, it can be observed that the wider focus is upon the problems and their solutions that mark the influences upon human beings and their lives. Moreover, the aspects that are not harmful for humans but are harmful for other living being and natural elements are largely ignored.

In the article published in 2021, it is stated that in between the years 1994 and 2015, “*Pakistan’s carbon emissions had increased by 123pc*”. This statement implies the secrecy of the agent causing the carbon emissions. The responsibility of raised level of carbon emission is prevented from being laid upon the human beings. Moreover, the writer talked about the controversies existing between the intentions of the government to take measures to protect the environment like formulation of environmental protocols and environmentalist projects and the lack of practical implications of those laws and projects. Rather, the writer claimed that the government is doing the contrary by allowing the

projects that are expediting environmental pollution like “95pc of our coal-based power projects were commissioned” and projects utilizing fossil fuel consumption were allowed instead of opting for renewable resources. While highlighting this controversy between saying and doing, the main concern is not only the offset of any “ecofriendly plans” but the threat to country’s “international credibility” due to the lack of implementation of government’s decisions. The frequent intensity and uncertain fluctuations in the extremity of weather at global level has also been discussed in the article however, the reason behind this concern is also materialistic and bound to human benefits only and includes “huge loss of life and property”.

Another feature of ambivalent discourses is that they represent solutions to environmental problems in terms of small and short-term activities that are not permanent solutions and do not promote reduction in the consumption level of society at large. Therefore, the idea that author states as “In the short term, up to 20pc of the projected 2030 GHG emissions can be reduced by decarbonizing transport and agriculture” is also ambivalent because it offers a short-term solution to the environmental problems at a minor level.

Reflecting upon the above discussion, it can be claimed that most of the environmental issues are highlighted as ambivalent discourses in Pakistani newspaper articles and are promoted in accordance with the affects they have upon human beings and their society. The aspects of the environmental problems that are more hazardous for human beings are given more stress and weightage than those that do not affect human beings, regardless of them being harmful to other living species.

#### 4.2 CONVICTION AND FACTICITY

Conviction is ascribed to the Pakistani newspaper articles by raising the facticity patterns and incorporating linguistic patterns that impart them an appearance of scientificity, objectiveness and unbiasedness. Because of

the higher level of conviction, they are made to be more ecosophical. Ecosophy means the urge to bring an equilibrium and harmony in the environment.

The article published in 2017 refers to “*Extreme weather conditions such as floods and heavy rains*” that were observed in the years “1992, 2003, 2007, 2010, 2011, 2013 and 2015”. It also refers to the “1999 cyclone” and the “2005 earthquake”. This is how, by mentioning the facts, it brings the attention of the reader towards the fact that environmental problems are real and have such disastrous effect. This realization takes the reader towards the acknowledgment of Ecosophy. Further, the reference towards “the joint findings of the Word Bank’s 2015 study, in collaboration with a local authority, in order to inform the readers about the “3-4pc loss” of Pakistan’s federal budget as a result of destructions brought around by floods and heavy rains also strengthens the idea that Environmental degradation is harmful for the economy as well as well-being of the human society and therefore leans towards the realization of Ecosophy.

In the article published in 2018, there is a frequent reference towards the Holy Quran and Ahadith as well as Sunnah. Pakistani nationals being Muslims are greatly influenced by the Holy scriptures and are therefore greatly convinced by them. These references mainly include “*verse 41 of Surah Rum*” which forbids corrupting the environment, specifically “*the land and sea*” and *threatens that whoever will corrupt the land and the sea will have to suffer from the consequences*. The other references are from Surah Namal (27:60) and Surah Infitar (82:7) in which wastage of natural resources and excessive consumption are forbidden declaring that the one who are the wasters are not liked by God and are considered as the “brothers of devils”.

The article also refers to the “consensus” upon which the world has agreed and that is the acceptance of environmental

sustainability as the only solution of “the issue of global warming”. The use of word consensus imparts high level of conviction to this statement as well and makes the reader think ecosophically.

The article published in 2019 brings attention towards the massive deaths in Pakistan because of the air pollution and related issues. In the statement, “*In a 2014 study by the World Bank, the organization claims that in Pakistan 22,000 people die every year on average because of air pollution-related issues*”. Reference towards the report and its publishing authority and year enhances its facticity level. This increased facticity of the statistics of deaths per year caused by air pollution make the reader realize /believe in environmental harmony and ecological realism.

#### 4.3 SALIENCE

Salience involves the inclusion of the aspects that are present in reality and are worth mentioning. In the Pakistani newspaper articles, salience is incorporated and by mentioning environmental aspects including natural elements and animal and plants, the ecophilic emotions and ideas are propagated and reinforced. Ecophilic ideas are the ones that make one an ecophile, someone who appreciated nature and enjoys being close to it.

The article published in 2017, mentions the decline of “*Forested areas*” and refers to deforestation as something that really exists and would be harmful in the longer run. The author also refers to the pollution of “wetlands” that is occurring due to the disposal of waste water in them. This description of the pollution of the wetlands in detail brings an imagery of the wetlands being polluted, in the mind of the reader and makes them feel ecophilic and concerned towards the environment. It further talks about the aspects of environmental destruction in detail mentioning the reduction of “grasslands and pastures” and decay of “agricultural lands” resulting because of “increased water-logging”. It also mentions the

extinction being faced by “birds” as well as “plants” face extinction. Further, it also discusses the depletion of “The fish stock” due to the pollution of the wetlands. The writer has mentioned plants, animals, fishes, water, soil as individual elements existing in the environment and not as abstractions or objectified entities. It further discussed the environmental catastrophes including “Land degradation, erosion and super-flooding” that harm the marginalized and poor class communities of the societies and therefore mentions the categories of human beings who are most affected by environmental destruction.

In the article published in 2018, “*The subject of caring for the environment*” is highlighted with respect to the “Islamic Narratives”. When things are mentioned along with their linkages with religious teachings, they regain their importance. Moreover, this linkage of environmental concerns with the teachings and instructions of religious scriptures, Quran, Ahadith and Sunnah is really deficit in the mainstream environmentalist and ecosophical discourses. The writer stressed the importance of environmental care with reference to Quranic Aayat saying that the ones who are exploiters are disliked by God and being Muslims, we are commanded by Almighty Allah and Prophet Muhammad S.A.W.W to avoid wastage of the natural resources and the corruption of the environment. This realization makes one an ecophile and concerned towards the environment.

Further, the author rests the responsibility of environmental degradation and especially “Global warming” upon the shoulders of human beings as he said that it is “attributed to human activities especially the burning of fossil fuels”. He further mentions that this environmental degradation is the cause of “catastrophic implications” and causes various natural hazards on land as well as sea for example floods, hurricanes, droughts and wildfires, melting glaciers, rise in sea level etc. This is necessary for human beings to accept

the responsibility of environmental degradation because only they may change their anthropocentric and catastrophic thoughts and acts towards the environment and start taking care of it and loving it.

The articles published in 2019 brings attention towards the lack or works that may provide public, the awareness of “low Sulphur fuels, installation of vehicular pollution control devices, better traffic management, building a forecast for air pollution, designing urban forests, or any regional environmental agreements made, especially with India”. The awareness regarding all these aspects is importance because people can start using the low sulphur fuels and devices that control vehicular pollution only if they will be aware of them. Further, traffic management and forecasting air pollution may not prevent the pollution but can at least help the citizens prevent themselves from its harmful effects!

The article published in 2020, vividly and boldly relates the climatic changes and environmental hazards with human beings and holds them responsible for environmental destruction. This disclamation that the environmental destruction and climatic changes are “largely the consequence of decades of human recklessness” makes the humans realize how cruel they had been to nature that is the support system of their lives and leads them towards the adaptation of the ecophilic feeling towards nature and environment.

Further, in the article under analysis, published in 2021, the steps and measures initiated by the government for the sustainability and maintenance of the environment are mentioned and the major ones include “the 10-Billion Tree Tsunami” and “the Ecosystem Restoration Fund”. These initiatives taken by the government are mentioned in the articles to make the citizens realize the extent of importance of the environmental care and voluntarily involve themselves in environmental rehabilitation which will only become possible if

they will inculcate the ecophilic emotions within themselves.

### CONCLUSION

The findings of the study suggested that the environmental problems in Pakistani newspaper articles are referred to as ambivalent discourses and focus only on the environmental degradation and natural disasters with anthropocentric perspectives. Moreover, the discussion has demonstrated that conviction and salience are also incorporated to propagate the ideas of ecosophy. However, they should be improved and incorporate the aspects of nature that, though not harmful for humans, are harmful for nature itself and the environment.

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