AN ECOLINGUISTIC ANALYSIS OF ENVIRONMENTAL DISCOURSES IN PAKISTANI ENGLISH NEWSPAPER EDITORIALS

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Abstract

This research paper was meant to examine the Ecolinguistic Study of Editorials of Pakistani English Newspapers. This paper focuses on the language of the Pakistani English-language newspaper editorial discourse on the topic of the environment, especially the way in which the ecological issues are introduced and framed. The study analyses the editorials published in Dawn and The News International in the three months of June, July, and August of 2024 based on the three-dimensional Critical Discourse Analysis (CDA) model developed by Norman Fairclough. This was because the months were planned out because of the increasing environmental issues in Pakistan such as heat waves and water shortages. The study examines the coverage of environmental problems in Pakistani English newspapers. Environmental events and problems are studied using the model by Fairclough which involves textual analysis of vocabulary, grammar and rhetoric, and discursive and social practices. The analysis covers the construction of journalism editorials exposing the concealed ideologies as well as the social, political, and environmental landscape in Pakistan to decode the inherent connections between the discourse of environmental and power structures. In the News International, the environmental concerns such as climate change and deforestation are brought out in an economic perspective and are written in human-centered terms, in which nature is regarded as a resource rather than a living system. The study contributes to what we know about the ways in which the environmental issues are presented in Pakistani media discourse, and the role of language in the shaping of the environmental consciousness. It highlights the ability of CDA and ecolinguistics as means of revealing the hidden ideologies in media text and demanding more ecologically friendly narratives. The studies discuss the way the Pakistani media report environmental concerns and focus on language as a means of creating awareness using Critical Discourse Analysis and ecolinguistics. Through a critical analysis of how language is applied in editorials in order to discuss environmental degradation, this paper is urging journalists, legislators, and linguists to reconsider linguistic choices that facilitate or hinder the development of environmentally friendly futures. The paper concludes by pointing out how essential the environmentally focused media discourse is in such countries as Pakistan, where the consequences of climate change and environmental malpractice are the ones that are disproportionately experienced.

Keywords: Ecolinguistics, Pakistani Newspapers, CDA, Climate Change, Environment, Editorials

1.1 Introduction

The study of ecology, environment and language is known as Ecolinguistics that is based on ecological and social theory. David Crystal (2008) associates ecolinguistics with biological and cultural ecology and Arran Stibbe (2014, 2015) describes it as the language study that promotes sustainable interactions among humans, other species, and the physical environment. The researchers believe that the discourse of media influences environmental interpretation through blame, responsibility, and agency (Van Dijk, 1996; 1998). The framing of issues like pollution, water scarcity, climate change in English-language newspaper editorial in Pakistan has been instrumental in such a way, usually carrying an underlying socio-cultural ideology. This study analyses lexical decisions, the argumentation structure, and the actor description to reveal the

subtextual ideologies using Critical Discourse Analysis and the discussion of the model by Norman Fairclough. In general, ecolinguistics puts emphasis on the way in which language can maintain or develop relationships between, on the one hand, human beings and, on the other hand, the environment. Ecolinguistics is an interdisciplinary methodology of studying relations between language and the environment that appeared in the late twentieth century. Arran Stibbe (2015) and Machtelt Garami (2013) define it as the analysis of the ways language reflects, creates, or criticizes ecological values. Linguistic choices can foster or hide accountability in the context of sustainability in the public discourse, particularly news and policy debates. The editorial in the English-language newspaper in Pakistan has a great impact on the population in terms of understanding such issues as climate change, deforestation, and water shortage. Studies indicate that editorials tend to talk about environmental degradation and fail to act or accept responsibility besides speculating with very metaphors and euphemisms that downplay the urgency. In the ecolinguistic terms, the analysis of such discourse is useful in uncovering the latent ideologies, as well as determining whether the text promotes ecological responsibility or supports unsustainable views of the world.

1.2 Problem Statement

This paper reviews the coverage of environmental issues by the Pakistani English newspapers as a leading newspaper, and the questionnaire is to determine whether these papers have more urban concerns than rural issues and whether they have short-term solutions to issues instead of long-term ecological sustainability. Based on the model of Carol Bacchi (2009), the analysis reveals possible editorial bias in the form of geographical focus, type of environmental problems to be raised, and nature of solutions to be provided.

Right on the basis of the findings, it is suggested that journalists and editorial writers in Pakistan ought to be provided with specially designed training to be given in environmentally responsible language and framing. The workshops that have been created in partnership with environmentalists could give the awareness of the eco-centric views and decrease anthropocentric prejudice (Bacchi, 2009). Media houses are also encouraged to collaborate with environmental organisations to make sure that they are accurate, fair and also their coverage is empowering the citizens (Anabela Carvalho, 2008). These kinds of partnerships may foster positive environmental dialogue and lead to a sustainable civic engagement (Anthony Giddens, 2009).

1.3 Research Objectives

• To study how linguistic representation of environmental issues is done in the English Newspapers editorials.

• To study the English Newspaper editorials through ecolinguistics point of view.

2 Literature Review

In this chapter, the researcher will discuss the roles of language in Pakistani English newspapers in relation to the culture and the environment. It dwells on the local forces that influence the Pakistani English newspapers in bringing out its contribution to the portrayal of local identity, as a result of past studies. Research indicates that newspaper editorials influence the discourse on environmental matters and mirror on socio-political circumstances. It reviews the English Pakistani newspapers through the lens of Ecolinguistics to demonstrate the connection between the language, culture and the environment. The paper investigates the manner in which Pakistani English newspapers transform to suit different environments, especially in the news media. It implies that the additional study of vocabulary and modality may contribute to the improved comprehension of the role and influence of the language.

2.1 Introduction to Ecolinguistics

Ecolinguistics is an interdisciplinary area of study that deals with the way in which language acquires its influence over human relationships with nature. It originated in the 1990s and evaluates discourses that facilitate or disfavour sustainability. Arran Stibbe brings out the idea of how dominant linguistic narratives can support exploitation or promote ecological consciousness and ethical and sustainable worldviews. Ecolinguistics is an interdisciplinary field that examines relationships between language and ecological systems. The concept originates from Einar Haugen's ecology of language, which viewed languages as embedded within cultural and environmental contexts. Contemporary ecolinguistics analyses discourses, metaphors, and ideologies shaping perceptions of nature in media, policy, and everyday communication. Arran Stibbe (2015) emphasizes its normative role in critiquing harmful language and promoting sustainable alternatives. Drawing on Critical Discourse Analysis, particularly Norman Fairclough's model, ecolinguistics aims not only to interpret environmental discourse but also to transform it toward ecological responsibility. Ecolinguistics in the past is based on the ecology of language by Einar Haugen, who perceives those languages coexist in social and environmental systems. By the 2000s, critical ecolinguistics was aligned with CDA, with stories we live by by Arran Stibbe associating discourse, ideology and ecological values (Sarwat et al., 2024).

2.1.1 Theoretical Frameworks of Ecolinguistics

a) Systemic Functional Linguistics (SFL)

Systemic Functional Linguistics (SFL) of M.A.K. Halliday has a major role in ecolinguistics in that it considers language as a system of choices influenced by social and environmental intentions. Using SFL ideational, inter-personal, and textual meta functions, we can study the process of constructing and normalizing environmental meanings, ideologies, and relations of power in media, policy, and popular discourse to contribute to ecological critique and change.

b) Critical Discourse Analysis (CDA)

CDA plays a primary role within the ecolinguistics inquiry, especially by (Fairclough, 1995) three-dimensional model that consists of three dimensions namely; textual analysis, discursive practice and sociocultural practice. This model is good at fitting into the theory of ecolinguistics, which attempts to deconstruct the power balance and ideological inclinations in environmental rhetoric. CDA enables scholars to associate linguistic indications of editorials and more extensive institutional and social architecture that maintains harmful ecological actions or sensitivities.

c) The Ecosophy Framework (Arran Stibbe)

(Stibbe, 2015) ecosophy is a normative system which judges the language in terms of how well it correlates with ecological values. The framework derives its work through the deep ecology of Arne Naess, by evaluating the texts in terms of whether it contains ecological peace or the anthropocentric, destructive ideologies. Stibbe ecosophy helps researchers to follow the stories that are being told or that are said to be destructive as well as those that are ambiguous and the beneficial stories that inform not only critique but change of environmental narratives.

2.1.2 Ecolinguistics and Media Discourse

The media, especially the newspapers, has a crucial role in influencing the population in their perceptions of environmental issues based on the language, framing, and the narrative decisions. Ecolinguistics gives tools of analysis to understand how editorials formulate meanings by climate change, pollution and sustainability. Through the study of metaphors, lexical, and silences, ecolinguistics can indicate the underlying ideologues that might objectify ecological damage or relocate the blame, thus impacting the perception of the population and environmental response.

2.2 The Role of Language in Shaping Ecological Awareness

Language determines the ways in which societies respond and perceive the reality of ecology. The Ecolinguistics claims that the discourse of the media, particularly editorials, creates values about the environment through framing and metaphors. As Arran Stibbe indicates, these linguistic preferences are ideological and they contribute to the nature being seen as exploitable, endangered or deserving protection. Lexical and metaphorical expressions of environmental problems are also discursively oriented towards mainstream discourses of development, growth, and nationalism. Smog, deforestation, floods, water scarcity are some of the issues, which are being discussed in Pakistani media with anthropocentric approaches, as a resource or a crisis instead of a system of relations. An ecological linguistic analysis of editorials demonstrates the presence of hidden agency, undermined accountability, and prioritization of the economy. The structural causes may be hidden, and ecological responsibility may be postponed because of metaphors such as journeys toward resilience, as claimed by Arran Stibbe (2015). Elite, technocratic solutions are also favoured by media environmental discourse which are shaped by hegemonic ideologies and power formations. Through the CDA by Norman Fairclough, ecolinguistics reveals the marginalization of indigenous, rural and eo-centric views through such framing in Pakistani newspaper editorials.

2.3 The Intersection of Language, Power, and Ecology

Language is never neutral; it is a place where competing ideologies of the environment are pitting themselves out through diction and framing which is the intersection of ecolinguistics and CDA. The ideologies of the Pakistani English newswires in the form of editorial news-pieces generate environmental issues as economic, national, or global, and do so in a way, which mirrors the institutional ideologies. Norman Fairclough, 1995 has mentioned responsibility using passive voice, modality and euphemism in order to obscure the responsibility. Ecolinguistics calls on the need to transition off crises discourse to ethical and care-based discourses (Arran Stibbe, 2015). The media is on the frontline in creating the reality of the environment with the ideological framing instead of the neutral description (Maxwell Boykoff, 2007). English language newspapers like Dawn, The News International, and The Nation in Pakistan present their arguments about pollution and entrapment by floods in terms of technocracy or blame. This kind of framing has an effect on the ecological consciousness of the population, as it puts the symptoms above structural factors (Mark Pedelty, 2015). The editorials are ideological and persuasive texts, which influence the opinion and policy of the people on the matters of environment. By modality, metaphor and evaluating language, they make urgency or neutralise responsibility. The institutional ideologies in the Pakistani Pakistani newspapers include environmental discourse, e.g., Dawn, The Nation, and The News International. Designed to show how language hides responsibility and silences other ecological voices, ecolinguistics and CDA, especially Norman Fairclough and Arran Stibbe, demonstrate this.

Framing theory is a theory that describes how the media influences the way people think by concentrating on some facts of a given reality and sidelining other facts. Robert Entman defines frames as the way of organizing ideas that lead to interpretation. Environmental issues in the Pakistani editorials are presented in economic, security or development terms and sometimes blame is pushed outwards, and responsibility is minimized. Continuing a line of thought exploratory of Anabela Carvalho, the ecolinguistic analysis asks itself, on what interests these frames are subservient and on what ecological options remain silent. Comparative media analysis reveals that the environmental discourse is different in different cultures. Scandinavian editorials are oriented to the future, are cooperative and the South Asian, including Pakistani, editorials are more reactive and politicized. There exists a variation between the outlets such

as Dawn and The Nation in terms of institutional ideologies. Comparative ecolinguistics shows how the repetition of stories or narratives, as Arran Stibbe puts it, stories we live by, promotes anthropocentric perspectives and distracts other ecological discourses (Choudary, Andleeb, & Shahzad, 2026).

2.4 Overview of Pakistani English Newspapers

A newspaper is a periodic print or electronic newspaper that spreads news, views, and advertisements, which influence the opinion and policy discussions people (Franklin, 2014). During democratic situations, newspapers educate people, facilitate discussion and serve as guardians of power (Stephens, 2007). The newspaper in English like Dawn, The News International and The Nation are among the English newspapers that have been part of elite discourse in Pakistan. Dawn was established in 1941 by Muhammad Ali Jinnah and has a liberal orientation whereas the News International and the Nation carry the urban-economic and nationalist views. Their editorials provide valuable data for analysing environmental discourse, ideology, and policy framing in Pakistan.

Dawn

Dawn is a Pakistani English-language newspaper that was launched in British India by Muhammad Ali Jinnah in 26 October, 1941. Dawn, is printed in broadsheet format. Karachi and Sindh are the cities from which it is released. Zafar Abbas is the editor of this newspaper. It is the largest English newspaper in Pakistan, and is widely considered the country's newspaper of record.

The News International

The News International is a leading English-language daily in Pakistan, published by the Jang Group of Newspapers. Founded in 1991 by Mir Shakil-ur-Rahman, it offers nationwide and overseas editions, balanced editorial analysis, and extensive coverage of politics, economy, and environmental issues.

The Nation

Rameeza Nizami, who was adopted by the late journalist Majid Nizami, is the executive editor of The Nation, an English-language daily newspaper published in Lahore and run by the Majid Nizami Trust.

The Express Tribune

The Express Tribune is a daily English newspaper in Pakistan, founded by Sultan Ali Lakhani in April 2010. It partners with the International New York Times.

Pakistan Observer

Pakistan Observer is an English daily newspaper founded in 1988 by Zahid Malik, published in six cities: Islamabad, Karachi, Lahore, Peshawar, Quetta, and Muzaffarabad.

Daily Times

Daily Times is a progressive English-language newspaper founded in 2002 by Salman Taseer. Now owned by Shehryar Taseer under Media Times Limited, it is known for its liberal stance, advocacy of civil rights, minority protection, and critical commentary on governance.

The Friday Times

The Friday Times is an independent English-language weekly founded in 1989 by Jugnu Mohsin and Najam Sethi. Known for fearless, progressive journalism, it continues online after ending print publication in 2021.

The Star

The Star was an influential English-language evening newspaper founded in 1932 in Karachi. Prominent in the pre-Partition era, it shaped political debate and informed the urban elite on colonial policy and independence movements. After 1947, it contributed to Pakistan's early

democratic discourse. Though discontinued, The Star remains a significant part of Pakistan's journalistic heritage.

The Pakistan Time

The Pakistan Times was a major English-language newspaper founded in 1947 by Mian Iftikhar-ud-Din with Faiz Ahmed Faiz as editor. Based in Lahore, it shaped early Pakistani political and intellectual discourse through its progressive, democratic stance.

Business Recorder

Business Recorder is Pakistan's leading English-language financial daily, founded in 1965 by Muhammad Ahmed Zuberi. Based in Karachi, it provides in-depth coverage of economics, finance, and business policy. Now led by Wamiq Zuberi, it remains a trusted source for investors, policymakers, and professionals.

2.5 Editorial Policies and Stances on Environmental Issues

These attributes are institutional ideology, ownership, audience expectations and the current socio-political circumstances that influence Pakistan English newspapers to frame environmental coverage. Ecology being addressed by editors is reactive, in response to a calamity like a flood, heatwave or smog, but not a lasting interest in structural environmental factors. Dawn has a fairly progressive and internationalist approach, which often criticises governmental inaction, corporate irresponsibility, and climate injustice in the world, especially following the 2022 floods. The News International depicts environmental problems in a discourse of governance and development, with a tendency to isonomic and policy-related fixes like urban waste disposal or renewable energy, without going further with a critical political analysis. Conversely, The Nation tends to incorporate environmental issues against nationalist and security discourse particularly in terms of transboundary water conflicts. In spite of the fact that all three prove to be the signs of increasing environmental awareness, they are framed, depthed, and ideologically positioned quite differently, which is why they can be useful in terms of the comparative study of ecolinguistics.

The Pakistani English editorials are ideologically entrenched in the selection of language to construct environmental discourse. Dawn uses vocabulary of ethics and rights-based vocabulary, which is a show of progressive responsibility. The News International is pro-technocratic, solution-oriented with liberal pragmatism. Ecology is perceived nationally in the Nation. These differences illustrate the way ideology works in terms of lexical choice, framing and modality in environmental reporting. Current research on the topic of Pakistani environmental journalism is predominantly dominated by the frequency of theme, as opposed to sentence construction in terms of ideology. Research papers like Nayab (2021) and Razzaq (2021) demonstrate that editorials are educative, but they tend to underestimate structural reasons and employ ambiguous and technocratic terminology that does not imply responsibility. Riaz (2023) also shows that crisis-related framing, as in the case of Lahore smog events, creates a sense of urgency in the short term but does not help to support the discourse concerning reforms. In general, studies have shown that media reporting is reactive and not proactive. Nevertheless, not many studies use an integrated approach of ecolinguistics or CDA. The gap is one of the reasons that prompt this study because it uses a three-dimensional CDA model to analyse the discursive construction of ecological realities and ideologies in the Dawn, The News International and The Nation editorials.

2.6 Gaps in the Existing Literature

Although the studies of ecolinguistics have been widened, Pakistani English newspaper editorial articles have not been explored significantly. The literature is silent on the manner in which language, metaphors, and ideology represent ecological concerns. The absence of extensive incorporation of ecolinguistics into CDA also creates a loophole in comprehension

of the role of editorials in creating discourses of sustainability and silencing other views of ecology in Pakistan.

Although the research on ecolinguistics has been on the increase, the editorial of the Pakistani English newspapers has not been well explored. The current literature seems to be based on surface content analysis and does not consider ideological, linguistic, and sociocultural aspects that are the focus of CDA (Norman Fairclough). Powerful mediums such as Dawn, The News International as well as The Nation are thus not subject to systematic ecolinguistic examination. Ecolinguistics is underdeveloped in Pakistan and very few studies are done to analyse the environmental discourse language critically. The current studies usually consider thematic or surface-level analysis but do not pay attention to ecosophy and multidimensional CDA frameworks suggested by Arran Stibbe and Norman Fairclough. This research methodology defocuses the role of metaphors, passivation, and ideology in responsibility and prevents deeper understanding of sustainability discourse in Pakistani media. The studies of Pakistani researchers on the issue of environmental media discourse are not interdisciplinary and are divided into journalism and communication studies. Ecolinguistics, based on linguistics, ecology, ethics, and discourse analysis is not widely exploited. A combination of practices that have been recommended by Arran Stibbe and Norman Fairclough would be more effective in elucidating how language influences ecological knowledge, policy takeovers, and civic engagements in Pakistan today. Analysis of Pakistani editorial discourse shows that the themes and approaches have a number of loopholes. There are very few longitudinal analyses that trace the changes in environmental framing across time, with the majority of the research covering separate incidences. An editorial silence is another area that has been overlooked; according to Teun A. van Dijk, editorial silence may connote ideology and power. The emotional registers, including eco-anxiety or hope, also remain under researched, as does the increase of online circulation of editorials. Comparative analyses across outlets like Dawn, The News International, and The Nation could further reveal how institutional ideology shapes ecological discourse and sustainability narratives.

3.1 Research Methodology
In this research the Nature of study is Descriptive.

3.2 Research Design
In this study, qualitative research design is used. This study uses qualitative research design to investigate how language in Pakistani English newspaper editorials influences environmental narratives.
• Lexical decisions (such as "climate crisis" versus "environmental challenge")
• Metaphors and framing (such as "green growth" or "war on pollution")
• Narrative structures (such as assigning blame and offering solution)
• Ideological biases (such as pro-environment or pro-development positions)

3.3 Data Collection
In this study, the researcher conducted English Newspapers of Pakistan during the year of 2024. Data is collected from three Pakistani English Newspapers such as Dawn, The News International and The Nation. The researcher collected four environment-related News articles for each newspaper available on the official websites of the selected newspapers.

Sr. N.	Newspapers	Date	Title	Writer
1.	**Dawn**	07June,2024	Averting Disaster	Zafar Abbas

		19July, 2024	Urban flooding	
		06August, 2024	Roads and rains	
		12August, 2024	Moonsoon Furry	
2.	The News International	04July, 2024	Climate fury.	Mir-Shakil-Ur-Rahman
		24July, 2024	Global crisis.	
		17August, 2024	Climate action	
		20August, 2024	Managing Disasters	
3.	The Nation	02August, 2024	Excessive Rains	Rameeza Nizami
		09August, 2024	Mitigating Climate Change	
		19August, 2024	Pre-empting Disaster	
		24August, 2024	Man Made Floods	

3.4 Data Analysis

Document and Content analysis techniques are used in this research. Researcher has analysed the discourse of Editorials by applying the three-dimensional model of critical discourse analysis which has been presented by Fairclough. Fairclough has developed this model of critical discourse analysis with the help of systematic functional linguistics; hence it means that systematic functional linguistics is the base of the development of three-dimensional model of Fairclough. According to Fairclough whatever the social changes have been occurred in the societies or cultures because of the changing movements and changing in economic and political influences.

Text Analysis (Description Stage)

At the micro-level of Fairclough's model, scholars perform comprehensive linguistic analysis of editorial texts using:

Lexical analysis

• Identification of environmental terms (for example, "climate emergency," "ecological balance").
• Key phrase frequency analysis using corpus tools.
• Looking at word selections that reveal ideological perspectives (such as climate change versus climate crisis).
• Examining nature-related metaphors (such as Mother Earth and the battle against nature)

Grammatical features

• Transitivity analysis is used to determine agency in environmental initiatives.

• A modality examination is used to examine the certainty/uncertainty of climate claims.
• Inclusion/exclusion of (we/they constructions) is achieved through the use of pronouns.
• Passive/active voice patterns of delegating responsibilities.

Rhetorical devices

•   Determination of modes of persuasion in the environmental matters.
•   Intertextual analysis to scientific articles or policy texts.
•   Analyse framing techniques of placing ecological problems.

2. Discursive Practice Analysis (Interpretation Stage).

At this level, the study investigates:

Production Context

• Editorial policies and viewpoints on environmental concerns.
• Editorial writers' background and environmental competence
• Institutional restrictions on environmental reporting.

Consumption Context

• Target audience for English publications in Pakistan (educated, exclusive readers).
• Potential interpretations by different reader groups.
• Editorials mediate between the scientific community and the public.

Interdiscursivity

• How scientific discourse combines with journalistic discourse.
• Including political, economic, and ecological discourses.
• Expert views vs. lay perspectives.

3. Sociocultural Practice Analysis (Explanation Stage).

At the macro-level, the analysis connects discourse to larger social realities:

Power Structures:

• How editorials support or contradict mainstream environmental narratives.
• Aligned with government or corporate environmental positions.
• Representation of underrepresented voices in ecological discussions

Ideological analysis

• The underlying anthropocentric versus eccentric approaches.
• Economic growth versus environmental preservation framework.
• National development narratives and their environmental effects

Cultural Context

• How Pakistan's cultural values influence environmental debate.
• Religious impacts on ecological viewpoints (Islamic environmentalism).
• Postcolonial aspects of environmental reporting

3.5 Theoretical Framework

Norman Fairclough Critical Discourse Analysis (CDA) framework identifies three interrelated dimensions for analyzing discourse: Text, Discursive Practice, Sociocultural Practice.

CDA Norman Fairclough three-dimensional model

CDA Main Component	1.Text Analysis	2.Discursive Practice Analysis	3.Sociocultural Practice Analysis
Sub Components	Lexical analysis	Production Context	Power Structures
	Grammatical features	Consumption Context	Ideological analysis

	Rhetorical devices	Interdiscursivity	Cultural Context

4 Data Analysis
4.1 Ecolinguistic Analysis of "Averting Disaster" (Dawn, 07 June 2024)
Averting Disaster
This section presents an ecolinguistic analysis of the Dawn editorial Averting Disaster, examining how language constructs ecological risk, responsibility, and environmental urgency in the context of flooding in Pakistan. Due to 40–60% higher rainfall, melting glaciers, and a westerly weather system, Pakistan may be at risk of severe flooding this monsoon season, which might lead to a calamity akin to the floods of 2014. From July 25 to August, unusually heavy rains are predicted, which would probably flood Punjab's eastern rivers and northern areas. Even though they are not as catastrophic as previous floods, flash floods, which can result from Glacial Lake Outburst Floods, nonetheless pose a serious threat.

The 2022 floods destroyed nearly 4 million acres of crops and 1 million livestock, killed 1,696 people, injured 12,867 others, and affected 33 million people. The government needs to enhance drainage, reinforce embankments, and increase public knowledge of evacuation routes and emergency protocols in light of the impending floods.

Pakistan must act quickly to ensure food, water, first aid, and shelter are available during crises, improve flood forecasts, and conduct simulation exercises for better evacuation coordination.

4.2 Ecolinguistic Analysis of "Urban Flooding" (Dawn, 19 July 2024)
Urban Flooding and Climate Change
In this section, an ecolinguistic analysis on the editorial Urban Flooding published by the Dawn newspaper demonstrates that language is used to associate climate change, unplanned urbanization and poor governance with ecological vulnerability. Nature is contextualized as magnified by human activity and responsibility is put on poor planning and requirement of more resilient preventive urban infrastructure and governance.

4.3 Ecolinguistic Analysis of "Roads and Rains" (Dawn, 06 August 2024)
Roads and Rains
This ecolinguistic interpretation of Roads and Rains indicates the intersection of climate change, poor drainage and political performance. The editorial is a governance failure and calls upon collaboration, more planning and local accountability rather than scanning political points.

4.4 Ecolinguistic Analysis of Monsoon Fury 12Auguest, 2024
Monsoon Fury
This section presents an ecolinguistic analysis of the Dawn editorial *Monsoon Fury*, examining This ecofeminine interpretation of Monsoon Fury demonstrates how extreme rains are represented as climatic effects and as a failure of governance. The editorial cites blighted infrastructure, institutions unprepared, and the exposure of people to vulnerability due to the fact that there was no effective planning and accountability and rigorous response to floods in order to minimize the repetitive losses.

4.5 Ecolinguistic Analysis of "Climate Fury" (The News International, 04 July 2024)
Climate Furry
This ecolinguistic approach to reading Climate Fury demonstrates that institutional readiness and community solidarity are associated with heatwaves, floods, and storms. The editorial

focuses on relief work and organization and emphasizes the concept of climate change as a challenge to be managed and not as a coexistence with the ecology.

4.6 Ecolinguistic Analysis of "Global Crisis" (The News International, 24 July 2024)

Global Crisis

This section presents an ecolinguistic analysis of *The News International* editorial "Global Crisis," examining how language constructs climate change as a global ecological threat and frames solutions through technological and policy interventions. We must act quickly since sensitive areas are experiencing severe rains. Using energy from renewable sources, boosting energy efficiency, and protecting forests can all help to reduce the production of greenhouse gases while protecting biodiversity. The biodiversity and vulnerable areas are threatened by climate change, which is caused by greenhouse gas emissions. The book portrays developing countries as passive victims, while urging solutions like renewable energy, energy efficiency, and reforestation, and directing its message at lawmakers and global actors.

5.1 Conclusion

This study applies ecolinguistics and Critical Discourse Analysis to editorials in Dawn and The News International, using Norman Fairclough's three-dimensional model. Findings show that ambiguous, emotive language limits accountability, often aligning with neoliberal development narratives. The environmental problems are recognized, but the accountability is distributed widely and there is a need to have more straightforward and ethically based media talk, that would encourage the citizen response and the ecological-consciousness.

5.2 Recommendations

There are a number of recommendations that are based on the results of this study. The language used by journalists should be eccentric in nature, whereby nature is emphasized as an alive system. Such handy terminology as that of natural resources is a common subject of opinion writing. The language applied impacts the participants of the reading process when it comes to sustainability principles; words that sound weird stimulate sustainability and produce emotional bonds. The issues concerning the environment are often presented in vague terms that hide the human responsibility and accountability of factors in the background like poor planning, government laxity and business pollution. Indirect language may result in no action and apathy because clear communication motivates the politicians and the people to address the causes of environmental degradation. The majority of the editorial carries the use of passive voice which hides responsibility and makes it hard to discern those in charge of the climate problems such as businesses or the government.

This study discovered that a large part of articles such as those carried by The News International employ language that is human-centred in discussing the subject of the environment. Such expressions as world crisis and climate rage alienate the concept of nature. Since it does not focus on the value of nature, Stibbe (2015) alleges that such an approach is detrimental. The editorial writers need to use odd language to promote environmental awareness and ethics as an expression of a collective sense of responsibility like; ecological degradation and restoration of natural balance. In Climate furry (The News International, July 4, 2024), Editorials, active voice and specific language must be brought into the picture that clearly defines who is responsible to this or that environmental situation, instead of passive terms that put the responsibility in a obscure place.

The article Roads and Rains (Dawn, August 6, 2024) addresses the issue of urban flooding and lack of proper infrastructure, but does not dwell on community solutions or localized answers to the issues. According to the model proposed by Fairclough, discourse ought to be based on the culture and environment of a certain society. Pakistan has a disconnect between the world climate negotiations and the local problems. Local facts should be brought to the fore by the editorial and recommended measures such as drainage improvement in Lahore, planting native

trees and engagement of communities in warning mechanisms need to be advanced in order to increase environmental justice and community involvement. It has been demonstrated that editorial writers tend to employ prejudicial language when addressing the topic of disaster management in Urban Flooding (Dawn, July19, 2024) and completely ignore systemic failures and ecological reforms, which are bad ideologies. To enhance the application of language to enhance ecological integrity, sustainability and social responsibility, journalists must be provided with training in ecolinguistics and Critical Discourse Analysis to address language use and ensure the fight against greenwashing through workshops on ecofriendly framing and ecofriendly combating greenwashing.

The study established that editorials by media about the risks posed by climate are generally less scientific and not policy-oriented enough, so they should be more collaborative with environmental scientists. The media companies ought to collaborate with climate scientists and other environmental researchers when drafting plausible and scientifically supported editorials. It may result in the appearance of guest columns that can encourage intelligent citizen action and enhance popular debate.

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