



Deciphering Linguistic Forms, Functions, and Pragmatics: An Eco-Linguistic Analysis of Environmental Campaign Slogans

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ABSTRACT

Present study finds compelling evidence for the usage of verb phrases, persuading and commanding language in Eco linguistic slogans. Data is collected in the form of 85 slogans consisting of words, phrases, clauses and sentences of environmental campaigns. This research contributes in two ways: first it conducts a descriptive analysis of data consisting of environmental campaign slogans, banners, posters and images collected from television, internet and magazines through the lens of Eco-linguistics to understand their linguistic form and function. Secondly it assesses the prevalence of pragmatic aspects within slogans to gauge their effectiveness in fostering action towards environmental stewardship through qualitative analysis. Across the Eco linguistic context, slogans are analyzed by modifying a pre-established theoretical and analytical framework of grammatical rank scale by Halliday and Speech Act Theory by Searle. Finally, it concludes that slogans consisting of verb phrases are most commonly used as tools to grasp the attention of masses as well as persuasive and commanding sentences employ pragmatic implications. Numerous implications in terms of language use, form and meaning are highlighted through descriptive qualitative analysis. These findings demonstrate a significant contribution by offering a different focus to the discussion.



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INTRODUCTION

In past few years, the need of addressing environmental issues has reached unprecedented levels. Among those contributions, has been a significant impact of language use in prompting diverse sectors of society to mobilize for change. The fusion of two distinctive fields, Linguistics and Ecology, has given rise to a new field, known as Eco-Linguistics. This particular field is

phenomenal as it studies the intricacies between language and environment by exploring the role of language that it plays in framing perceptions and attitudes of masses. Slogans are considered to be at the fore front of this field. For various instrumental purposes, catchy and attention seeking linguistic items join to make slogans and their function is to encapsulate and disseminate key environmental messages. These powerful tools shape public discourse and change the worldview of people. However, the impact of these attractive linguistic items is acknowledged at a wider level yet the systematic analysis of Eco linguistic slogans remains relatively underexplored, especially from a qualitative perspective.

The researchers aim to unravel patterns, trends and intensions within a corpus of eco-linguistic slogans taken from diversity of sources by applying pre-existing methodologies in content analysis. This paper seeks to elucidate the underlying linguistic strategies which are employed in conveying message. Furthermore, our research endeavors to explore the functional dimensions of verb-phrase slogans, examining the ways in which they assert, persuade, and command audiences to engage with environmental issues. Drawing upon established frameworks in pragmatics and discourse analysis, we aim to unpack the implicit meanings and persuasive strategies embedded within these slogans, as well as investigate their capacity to elicit cognitive, affective, and behavioral responses from diverse audiences.

This article outlines methodology for conducting descriptive qualitative analysis of eco-linguistic slogans, to discuss relevant theoretical frameworks underpinning our study, and present preliminary findings from our analysis. Lapasansca (2006) analyzes advertisement slogans on linguistic scales by the quantification of different linguistic means used by the copywriters. The current study, basically, aims at the qualitative analysis of linguistic means of TV slogans supported by quantitative analysis of the viewers' response. Through this study, we aim to underscore the crucial role of eco-linguistics in fostering a massive action towards more sustainable future by advancing environmental discourse. Current research turns out that verb phrases constitute a predominant linguistic form employed in crafting environmental campaign slogans. These phrases are characterized by their action-oriented and dynamic nature, serve as powerful linguistic tools for inspiring audience and encapsulating key messages towards environmental sustainability. By analyzing systematically, the prevalence and distribution of different elements at grammatical rank scale especially verb phrases within our corpus, we seek to elucidate their role in persuasive efficacy of environmental campaign slogans. These days, language is a commodity that may be used to make money rather than just as a means of communication. Because of its attractiveness, it is the most effective publicity tool in the commercial sector (Emodi, 2011). By studying environmental campaign slogans, this paper aims at delineating the underlying linguistic mechanisms that underpin effective environmental communication. Typically, advertisers use the phrase to subtly convey their message. To put it another way, a slogan has an inferred meaning. Advertisers use implicit language for a variety of purposes (Melehenko, 2003:6). This research also empowers stakeholders with the knowledge needed to craft more impactful and resonant, impactful slogans that inspire meaningful action towards a sustainable future and resonate with diverse audiences.

Understanding the magnitude of ecosystems' impacts from climate change and their interactions with other anthropogenic stressors is crucial for informing policy discussions on climate change and developing suitable management solutions (Harley et al., 2006; Edwards et al., 2010).

With the advancement in the field, Ecology's scope is no longer concerned with the 'environment', relationship between "different levels of organisms" but also the practical employment of philosophical approaches, methods, ideas, ecological principles and culture in order to study the intricacies between natural phenomena and humans which is genuinely a part of study associated with Eco-linguistics (Huang 2016; Li 2004). Eco-linguistics considers the promotion of ecological literacy as one of the main goals. (Huang and Zhao 2019: 152)

LITERATURE REVIEW

Many people consider Wilhelm von Humboldt's (1767–1835) comparative linguistics research and his theories on the interdependence of language and the environment to be the forerunners of Eco linguistics. The study of variation within a speech community and its functions may be called linguistic ecology according to Trim (1959, p. 24).

Zhdanova et al. (2021) state that ecolinguistics can offer a way to reconcile the character of human society with the living world. The study of the connection between language and ecological is known as ecolinguistics. Language tells users stories that can be both helpful and harmful in their brains.

"Ecolinguistic" has been defined by Yina Wu (2018) along with its connection to language and ecology. Stibbe (2014) argues that the gap only arises if ecology—the study of how species interact with one another and their physical surroundings leave out human interaction. However, if linguistics is limited to the definition of "the study of language," then Eco linguistics can be defined as "the study of the impact of language on the life-sustaining relationships among humans, other organisms, and the physical environment" according to Alexander and Stibbe (2014). It is normatively focused on preserving the connections that sustain life.

To cut a long story short, how do we define Eco linguistics? "Eco linguistics analyses language to reveal the stories we live by, judges those stories according to an ecosophy, resists stories which oppose the ecosophy, and contributes to the search for new stories to live by," (Stibbe, 2015, p. 183). The diversity of Eco linguistics study has led to some disputes among scholars on the scope of the topic, as LeVasseur (2015) reflects on a recent survey among members of the "language and ecology research forum." Eco linguistics is defined as "the study of the interdependence of language and the perception/interpretation of the natural world we live in" by some scholars, who, however, favor a more comprehensive approach. According to Bang and Tramp (2015), Eco linguistics should be understood as a term that encompasses two research traditions: "deeper reflections on the theories of language inspired by the holistic paradigm of ecology and on the one hand traditional linguistic methods applied on texts and discourse of ecological importance" (p. 83). Previous studies dealt with analyzing pragmatic feature of slogans used in advertisements. Slogans were viewed upon in a pragmatic manner. Many articles reflected on the analysis of slogans done in many different ways. Waskito (2013) chose slogans used in car advertisements. He identified the slogans of car advertisement by using speech act theory. He also described the linguistic form of slogans.

A word like "environment" can refer to several things, including the air, water, earth, and planets. All life on Earth is supported by the ecosystem, despite the restrictions imposed. It is true to say that the world and its inhabitants will be healthier. To spread the word through environmental slogans might aid in preventing mass extinction, fighting climate change, and ending poverty. There are laws and invitations everywhere warning or pleading with people to

protect the environment. Various slogans can be used to save it, and environmental slogans are among them.

A slogan is a catchy phrase that is repeated to express an idea or goal in a political, commercial, religious, or other setting. According to Urdang and Robbins (1984: 18), a slogan is a collection of words that are simple to read, simple to speak, and simple to remember that dramatically promise a reward. A slogan serves as an illustration of a product, and the words in the slogan stand for the specific product.

Chang and Cong (2018) did comparative analysis of Chinese and English environmental protection advertisements based on the theory of transitive systems and harmonious ecological space. They revealed the comparison and contrast based elements in the expression of ecological attributes between Chinese and English advertisements. The findings show that psychological processes are used by English advertisements to express their ecological attributes, which lay their focus on the establishment of an emotional connection between man and nature, whereas Chinese advertisements generally use action processes to express ecological attributes, that reflect the connotation of man to nature.

Eddry (2011) did pragmatic analysis of slogans used in mobile phone brand. The noun phrase was the most preferable slogan used in mobile phone brand. The purpose of this study is to characterize the language structures and connotations of every slogan used by cell phone manufacturers. The data consists of slogans that have been lifted verbatim from online, television, and magazine advertisements. The author used the documentation approach to gather data, choosing and copying a slogan from a magazine, TV ad, or internet source. The author uses linguistic form theory to explain the language forms. Utilizing implicature theory, the author deduces the meaning of the slogan. Having evaluated the data, the writer determines that the linguistic forms of slogans which are utilized in mobile phone brands.

Ayunda (2011) further described the implicature of each slogan on the package of the beverage product. She focused on the meaning of the slogan related to the package of the beverage product. The purpose of this study is to describe the implicature of each slogan on the beverage product package, understand the meaning of the slogan associated with the package, and ascertain the reactions of the consumers to the implicature of the beverage product. The reality that manufacturing beverage goods is becoming more and more expensive for manufacturers, given that drinking is a basic human need, served as the impetus for this study.

Objectives:

1. To conduct an analysis of environmental campaign slogans through the lens of Eco-linguistics to understand their linguistic forms.
2. To explore linguistic functions of environmental campaign slogans from the perspective of eco-linguistics.
3. To assess the prevalence of pragmatic aspects within slogans to gauge their effectiveness in fostering action towards environmental stewardship.

Research Questions:

1. What are the predominant linguistic forms utilized in environmental campaign slogans, as analyzed through the framework of Eco-linguistics?

2. How do environmental campaign slogans serve linguistic functions within the context of Eco-linguistics?
3. What pragmatic functions are commonly observed in environmental campaign slogans, and how do they contribute to fostering action towards environmental stewardship?

METHODOLOGY

In order to study linguistic forms, functions and meaning of slogans used in environmental campaigns, a descriptive qualitative analysis is performed. The objects of this study are slogans, banners, posters and images used in environmental campaigns. The sources for data collection are television, internet and magazines. For the collection of data, we used documentation and note taking method for selecting and writing the slogans used during the campaign. Data is in the form of words, phrases, clauses and sentences of environmental campaigns. Michael Halliday's (1961) concept of "grammatical rank scale" is used as theoretical framework which is a component of his systemic functional linguistic theory.

For instance, in the English language, five units have been identified by scholars namely; Morpheme, Word, Group, Clause and Sentence. The hierarchical structure of language is referred to as the grammatical rank scale, which arranges linguistic components based on their roles and placements inside clauses and sentences. It progresses from morpheme-word-group/phrase-clause-sentence.

The core tenet of Halliday's theory is that language has multiple purposes, including organizing conversation, reshaping human psychology, implicated persuasion and portraying the outside world. The way in which language accomplishes these goals through the organization of units at various degrees of abstraction, is explained by the grammatical rank scale.

For the pragmatic analysis, Searle's Speech Act Classification (1979) is used. Rather than concentrating on performative verbs, John Searle identified twelve characteristics of variation in his 1979 book *Expression and Meaning* that separate illocutionary acts from one another. The researcher modified few of those dimensions and applied to describe the meaning of the environmental campaign slogans. This approach also highlights how these slogans impact the perceptions of masses, revolutionize their thinking patterns and transform their perspectives.

FINDINGS AND DISCUSSION

The data has been analyzed according to two different approaches. For first research question, the grammatical form of environmental slogans is analyzed considering most common aspects of grammatical rank scales used in slogans i.e: word, phrase and sentence level. To corroborate second research question, the grammatical function of environmental slogans is analyzed at sentence level. To answer last research question, the exploration of the functions of sentence is done on pragmatic level by implementing aspects of speech act theory.

For this research, 85 slogans are selected. Its analysis and categorization is based on the form and meaning of slogans used in environmental campaigns. Generally, there are three types of forms used in slogans namely word, phrase and sentence.

From table 1.1, this is prominent that all 85 numbers of data are in the form of word, sentence and phrase. From the above mentioned table, we found data of noun; 2 (2.35%), data of adjective 2 (2.35%), data of verb 6 (7.05%) data of phrase; verb phrase 26 (30.58%), noun phrase 3 (3.52%), adjective phrase 3(3.58%), gerund phrase 4 (4.70%), adverb phrase 2 (2.35%), declarative sentence 7 (8.23%), interrogative 8(9.41%), imperative 12 (14.11%) and negative sentence 10 (11.76%). The highest percentage of linguistic form in all of the data used is verb phrase. From this particular research, this is concluded that verb phrases most frequently appear in environmental slogans. Verb phrases assert on enthusiastic and practical steps to be taken by a person, a group or a community to gain effective results. Slogans usually include call for action that motivates people to take part in the campaign. It could be related to adapting sustainable practices, planting trees, enhancement of environmental beauty and reducing waste. Verbal phrases inspire people to take tangible steps towards environmental conversation. Verbs inherently employ action. Using verbs as slogans urges people to feel empowered by offering them the suggestion that they have the ability to transform the things through their actions. This instills a sense of efficacy and agency, by making people conscious of environmental issues and by inspiring them to participate in solutions.

Verbs prime individuals to think and act in various critical ways. Those slogans which are more action oriented, they urge individuals to be more retaliating and reactive towards environmental damage. So, this kind of language use can make people more responsive and receptive in terms of ecological concerns. All the elements of grammatical rank scale consisting of slogans activate human behavior and offer positive reinforcement for action.

Verbs make the message more impactful and memorable by evoking vivid mental imagery. So, slogans reinforce the desired action in the minds of the audience. The maximum proportion of verb phrases also suggests that verbs activate behavioral intentions by conveying a sense of progress and achievement. These slogans encourage individuals and celebrate proactive actions to continue their efforts toward sustainability.

Table 1: *Categorization of Eco-Linguistic Slogans according to Linguistic Rank Scale*

No.	Linguistic Form	Kind	Data	Amount	Percentage
1-	Word				
		Noun	-Nature -Pollution	2	2.35%
		Adjective	-Eco-friendly -Greenery	2	2.35%
		Verb	-Reduce -Reuse -Recycle -Plant -Grow -Nurture	6	7.05%
2	Phrase				

		Verb Phrase	-Go green -Save our earth -Plant the tree -Save the animals -Hug a tree -Clean energy -Cage the cruelty -Heal earth -Heal future -Green means go -Make bird feeders -Plant flowers -Save the ocean -Love your environment -Fight for animal right -Enjoy nature -keep the scene green -Grow flowers -Cleanup a roadside -Think big, do big -Preserve and protect -Think green, act green -Vote earth -Choose earth --Fight for nature -Make a rain barrel	26	30.58%
		Noun Phrase	-Earth our mother -The simple life -The only planet, earth	03	3.52%
		Adjective phrase	-Perfect Planet -Clean and green earth -Happy earth a happy home	3	3.52%
		Gerund phrase	-Maintaining peace -Blessing mankind -loving treasures -Working endlessly	4	4.70%
		Adverb Phrase	-More beauty, more soothing -More Greenery, loveable scenery	2	2.35%
3	Sentence				
		Declarative	-Litter is the pollution you are the solution. -The earth is the mother of my		

			<p>mother</p> <p>-Trees are the lungs of the earth, save the trees, save the earth.</p> <p>- A green planet is a clean planet</p> <p>-If u love earth it will love u back</p> <p>-Become the tree hugger, they don't run</p> <p>-Earth loves you, love it back</p>	7	8.23%
		Interrogative	<p>-Some species are fading away; can't we help them in some way?</p> <p>-Can you ignore those cute sad eyes?</p> <p>-If you want a pet, why not adopt someone in need?</p> <p>-Would you like to be chained? They neither</p> <p>-Are your fancy jackets worth killing a life?</p> <p>-Will you neglect it or nurture it?</p> <p>-what is our earth worth?</p> <p>-If you spoil the land, where will you crop?</p>	08	9.41%
		Imperative	<p>-Make everyday earth day.</p> <p>-Play your naturist part.</p> <p>-Preserve and protect ecosystem.</p> <p>-Save earth, it is the only planet with chocolate</p> <p>-Please stay green.</p> <p>-Be alert to remove dirt.</p> <p>-Raise your voice in the noise.</p> <p>-Show its worth, save earth</p> <p>-Don't litter the ground</p> <p>-Keep the scene clean.</p> <p>-Make every day earth day.</p> <p>-Hug a tree with me</p>	12	14.11%
		Negative	<p>-Mother earth is going to get mean if you don't go green</p> <p>-Good planets are hard to find don't blow it</p> <p>-Say no to plastic</p> <p>-Do just one small thing today</p> <p>-Don't let our future dry up.</p> <p>-Don't just pine for a better planet.</p> <p>-If u cannot reuse it, refuse it.</p> <p>-Don't be greedy, it is time to be greeny.</p> <p>-The earth does not belong to us, we belong to it.</p> <p>-If you will not play your role, plants will die.</p>	10	11.76%

				$\Sigma=85$	100%
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From the analysis, we found asserting, persuading, commanding and informing slogans. Data of asserting sentences consisted of 14 items (16.47%), data of commanding 43 items (50.5%), data of persuading 26 items (30.5%), and data of informing sentences consisted of 2 items (2.35%). The dominant meaning of environmental slogans used was to command and persuade. So, commanding and persuading data motivates audience to take action to prevent or mitigate environmental damage. Furthermore, it highlights urgency by raising awareness about pressuring environmental issues.

The meaning of slogans is mainly commanding. Through different campaigns, people are persuaded and commanded to hold the tight bond with their environment as it performs more efficient function. In a study by Eddry (2011) mobile phone's company uses slogans and greater number of meaning is related to persuasion, Soft Drink Company used asserting sentences. Whereas this particular study shows, that commanding and persuading meanings are the most effective tools used to urge common masses to draw their attention on environmental crisis. This study also underscores

Well-crafted environmental slogans serve as highly effective tools in prompting the general populace by creating emotional connection and by helping people in connecting personally with the cause for example, slogans in the form of directives, which use natural imagery, can evoke a sense of responsibility and care for the environment.

Sr.	Meaning	Data	Amount	Percentage
1-	Asserting	<ul style="list-style-type: none"> -Nature -Pollution -Eco-friendly -Greenery -Earth our mother -The simple life -The only planet, earth -More Greenery, loveable scenery -Perfect Planet -Clean and green earth - Working endlessly 	14	16.47%
2-	Commanding	<ul style="list-style-type: none"> -Reduce -Reuse -Recycle -Plant -Grow -Nurture Go green -Save our earth -Plant the tree -Save the animals -Hug a tree -Clean energy -Cage the cruelty 	43	50.5%

		<ul style="list-style-type: none"> -Heal earth -Heal future -Green means go -Make bird feeders -Plant flowers -Save the ocean -Love your environment -Fight for animal right -Enjoy nature -keep the scene green -Grow flowers -Cleanup a roadside -Think big, do big -Preserve and protect -Think green, act green -Vote earth -Choose earth --Fight for nature -Make a rain barrel Say no to plastic -Do just one small thing today -Don't let our future dry up. -Don't just pine for a better planet. -If u cannot reuse it, refuse it. -Don't be greedy, it is time to be greeny. 		
3-	Persuading	<ul style="list-style-type: none"> -Happy earth a happy home --More beauty, more soothing -Maintaining peace -Blessing mankind -loving treasures -Litter is the pollution you are the solution. -The earth is the mother of my mother -The earth does not belong to us, we belong to it. -If you will not play your role, plants will die. -Trees are the lungs of the earth, save the trees, save the earth. -If u love earth it will love u back -Become the tree hugger, they don't run -Earth loves you, love it back Some species are fading away; can't we help them in some way? -Can you ignore those cute sad eyes? -If you want a pet, why not adopt someone in need? -Would you like to be chained? -Are your fancy jackets worth killing a life? -Will you neglect it or nurture it? -what is our earth worth? -If you spoil the land, where will you crop? Mother earth is going to get mean if you don't go green -Good planets are hard to find don't blow it 	26	30.5%
4-	Informing	- A green planet is a clean planet	2	2.35%
			$\Sigma=85$	100%

Asserting Slogans:

Upon examination of the breakdown, the asserting slogans appears 14 times, accounting for roughly 16.47% of the whole information. The asserting slogans seem to indicate a proactive approach to environmental concerns, highlighting the necessity of acting and addressing issues like pollution and protecting the environment with assertiveness.

The terms themselves encompass a variety of concepts. "Nature" most likely relates to the natural world and how vital it is to life as we know it. The word "pollution" conjures up images of contaminated environments and their harmful impacts on human health and ecosystems. "Eco-friendly" denotes an emphasis on actions and goods that reduce environmental impact. "Greenery" highlights the value of greenery and plants for beauty and biodiversity. The phrases "Earth our mother" and "The only planet, earth" highlight how intertwined all life is.

Commanding Slogans:

The data gathered under the category of commanding slogans encompasses a multitude of phrases and activities that are intended to raise awareness of environmental issues and sustainability. Every sentence serves as a call to action, urging people to adopt more environmentally conscious and resource-conscious behaviors, both individually and as a society.

Reducing, reusing and recycling are important processes which serve as cornerstone of sustainable living. These are important ideas to ensure environmental growth. The efficiency of resources and waste reduction is promoted by these tenets. Public is persuaded to cut back their consumption by the slogan 'reduce!' whereas 'reuse' motivates the individuals to reuse objects to elongate the span of their lives and to decrease the demand for new ones. Another verbal expression 'Recycle!' brings this fact into spotlight that encouraging the material's reuse can do wonders to the economy of the nation and to keep garbage out of landfills is crucial for the betterment of the environment. The above data, consisting of environmental campaign slogans emphasizes that individual acts and responsible citizenship concerning environmental betterment is crucial for the transformation of the groups at larger scale. These individual acts include creating bird feeders, refusing plastic and maintaining roads and all these little acts signal positive gestures towards environmental growth and protection. Slogans are memorable and little linguistic items that, on repetition remind people that even their little acts are significant. These slogans usually aim at reminding people that their contribution can make a distinguished contribution. Moreover, these slogans put emphasis on promoting the change in the mindset of people towards environmental care, growth and protection.

People come to understand the value of the nature and slogans repeatedly remind them that they need to preserve the nature for upcoming generations.

Persuading Slogans:

Most important concern of the slogans is to persuade the public and this persuasion leads people to make them adopt environmental consciousness regarding the preservation of natural resources. For this purpose, people tend to adopt persuasive techniques and strategies so that they can activate the concerned thought process, arouse feelings, foster action and encourage environment friendly attitude.

In the given data, slogans are found consisting of sentimental language for the endangered species 'Can you ignore those cute sad eyes?' The expressions like cute sad eyes brings out empathetic elements and creates emotive effect in the minds of the readers. It is truly an example of the persuasiveness used in slogans. Slogans like 'Happy earth, happy home' create the sense of connectedness and belonging with earth so that the people can develop a strong personal bond with nature and take authority for its preservation. In order to create aesthetic effect on the minds of the readers, phrases like 'More beauty, more soothing' have been used in slogans so that they can feel relatability and connectedness. As human beings share a natural and positive connection with beautiful things hence the environment and preservation of nature is depicted as beautiful which leads to automatic effect on people's psyche to preserve and protect it.

The slogans like ("Litter is the pollution, you are the solution) invite people to participate in the productive activities and make it clear that there is a call for action that people should play their part to protect the environment and their role is actually significant. Various slogans promote pro-environmental behaviour by making use of social identification and norms. Some phrases like 'become the tree hugger, they don't run' promote a sentimental attitude towards natural resources. Slogans strengthen bond among the members of a community by making them environmentally connected and concerned by linking the phenomena of ecological awareness with strong social identities and most wanted attributes. People's opinions of environmentalism are shaped and constructed through these short messages.

By using compassionate, empathetic and nostalgic language, slogans aim at instilling a sense of obligation. 'Are your fancy jackets worth killing a life?' This statement evokes the emotions of people and serves as an appeal to morality and ethics. It compels people to reconsider about the moral implications of environmental degradation as well as the results of their participation. This evokes a sentiment of respect towards human behaviour and the values they possess that makes the preservation of nature and environment their duty. These catchy phrases like ("If u love earth it will love u back") motivate people to protect their environment as it will indirectly lead to enhance the quality of their living as well as their personal growth, mental peace and well-being. So these messages lay their focus on making people realize that their happiness and prosperity lies in the well-being of the earth. Hence human beings and nature are interconnected. These messages aim to inspire prompt and concrete action by giving people clear instructions and giving them a sense of agency.

Informing Slogans:

The basic meaning of the expression "A green planet is a clean planet" is that an environment that is healthy is one that has lots of greenery, healthy ecosystems, and little pollution. Vibrant greenery represents life, energy, and sustainability, whereas pollution-free environments and the conservation of natural resources are represented by cleanliness. The phrase therefore acts as a potent reminder that environmental preservation initiatives are crucial to preserving the wellbeing of the earth and its people.

Present study is unique from previous studies as it brings out contributing conclusion and different perception that verb phrases are important effective tools for persuasion in slogans. As Eddry (2011) conducted a research and analyzed the slogans used in cell phone brand. Noun phrases were found to be the dominant linguistic forms used in those advertisements. Chasan (2009) conducted the same kind of research to do pragmatic analysis of domestic and international airlines slogan. In this case also, the data consisting of noun phrase was found to be

the most prominent and greater in number. Windaryati (2009) did the pragmatic analysis of slogans in English on soft drink products. Simple declarative sentence and noun phrases were found to be rich in number than other linguistic forms. Wardani (2018) conducted a study on English slogans used in motorcycle advertisement; all the sentences in the data performed in the form of declarative sentences and noun phrases were again most prominent in the findings of this research. F. P. Ayunda (2011) conducted a study in 2011 and performed pragmatic analysis of slogans in the beverage products. Slogans having implicit or unclear relation to the product were greater in number.

This research is different and unique from previous studies as it eliminates that the data consisting of verb phrases is greater in number rather than noun phrases. It shows that verb phrases are catchier and calling for attention. So, in environmental campaigns the persuasion can be carried out through the use of commanding verb phrases.

CONCLUSION

The research provides insights of the form of slogans and their meanings as well as their pragmatic functions. The results show that the highest percentage of linguistic form is verb phrase. So, it can be concluded that verb phrases or calls for action are more effective tools for the purpose of grasping the attention of masses. During environmental campaigns, catchy verb phrases invite the attention and persuade people to express love for their environment. The research also clarifies that four different kinds of meanings are analyzed bringing into consideration these linguistic forms. Data of commanding slogans is greater than the other forms and the percentage of data on persuading slogans is also greater than other forms related to meaning. So we can conclude that catchy, simple, commanding and persuading slogans encapsulate the mission of a campaign and make it more memorable. So from this particular research and other relevant researches of this field, we can say that verb phrases, commanding and persuading language makes slogans more attractive and appealing.

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