

## A LINGUISTIC ANALYSIS OF THE ECOLOGICAL CLAIMS IN ADVERTISING DISCOURSE FROM AXIOLOGICAL PERSPECTIVE

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### **Abstract**

Language promotes or discourages certain behaviors and actions. Advertising discourse usually incorporates popular trends to persuade its target audience to buy products. Climatic crises and ecological sustainability are prominent concerns of the world now- a- days. Following the global trend, many advertising companies have endorsed natural elements and ecology in their advertisements. The adverts by fuel supplying companies tend to promote fuel consumption, so the existence of ecological values in such adverts is crucial. As they are selling a natural resource and its consumption leads to its natural reserves 'being depleted. It also adds harmful emissions to the environment. The current study aims to examine the use of language in these adverts. It has sought metaphors, metonymies, image schemas and colors, and the use of these cognitive devices in encoding ecological values. The inductive approach of content analysis method (Marring, 2004) has been used to analyze ecology endorsing 10 print adverts by fuel supplying companies. The theoretical foundation of the study lays in the Metaphor Theory by Layoff and Johnson (1980) and its axiological extension by Krzeszowski (1993). The findings highlight the presence of both positive ecological values of environmental protection, reduction, plantation and eco-friendly; as well as negative ecological value of consumption encoded via cognitive devices. The simultaneous presence of both positive and negative ecological values highlights manipulation in the adverts. Moreover, the positive ecological values are used to disguise negative ecological values of consumption. Hence, the linguistic elements are seen exploited by the content writers for manipulative and promotional purposes. Therefore, it is suggested we revise the discourse of fuel supplying companies and save natural resources.

**Keywords:** advertising discourse; Axiological-linguistics; cognitive semantics; ecology; green washing

### **I. INTRODUCTION**

Advertising is a ubiquitous, inevitable and inescapable part of our lives (Williamson, 1978). Some people view marketing strategies in advertisements as harmless while others see their practices as manipulative agendas. Advertising has been celebrated by marketing enthusiasts and critiqued by mass culture gurus (Leis et al., 2018). Packard (1957) argued in his book "The Hidden Persuaders" that marketing sells emotional security, ego gratification, a sense of power, immortality and misuses human weaknesses and frailties to sell products. Nelson (2008), on the contrary, argued that marketing

practices are not that “cold-blooded”. Surprisingly, there is no contradiction in the views of applied linguistic community for the manipulation of language for the sake of promotional agendas in advertising discourse. Fair Clough (2015) regarded advertisers as “colonizers” since they have entered, colonized, transformed and restructured personal and economic lives via manipulation of language. Pollay (1986) has called advertising a “distorted mirror” for the reflection of values since it reflects only some beneficial values (Pollay, 1987). It is through language that advertising discourse manipulates or persuades people to purchase products.

Almost a century ago, Sapir (1920) presented the concept of linguistic relativity and pronounced that language shapes our ideas and the world around us. The language in advertising becomes more relevant since persuasion is central to the advertising discourse (Fair Clough, 2015). The persuasive content in advertising discourse promotes certain behaviors and actions. For instance, people buy more products as a result of persuasive language. Moreover, advertising companies align their marketing strategies with the latest trends and popular discourses to publicize and authenticate their products or services and legitimize their activities (Hewlett & Raglon, 1992). Ecology has become a prioritized concern of the whole world and the United Nations (UN) has included ecology in 17 sustainable development goals (SDGs) to be achieved by 2030. It says, ‘Protect, restore, and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification halt and reverse land degradation and halt biodiversity loss’ (Griggs et al., 2013). In this era, ecological protection and sustainability are, thus, important goals at a global level. We have witnessed a proliferation of ecological discourses related to climate change, global warming, species extinction, etc. in various disciplines including advertising media. Advertisers followed this dominant ecological trend of greening and endorsed natural elements in their advertisements; however, unfortunately, they ended up green washing. Green washing is a linguistic strategy to make products appear green and safer while they are not (Fill & Muhlhausler, 2006); it is a charge against conceptualizing wrongly as green (Lippert, 2011). Green issues are included in branding as a new marketing strategy in Getty Images (Hansen and Machine, 2008). Advertisers went too far in following the new trends that they claimed that buying their products ensures ecological protection. Unfortunately, such ecological claims are never verified and lack confrontation for promoting consumerism beneath environmental discourses (Soper, 2011). The environmental claims are easy to make, and the advertising companies lack serious intent for implementation of the policies and claims they make since they are not compelled legally to provide verification of their claims (Ramus & Montiel, 2005). Win and Angell (2000) also stated that a commitment to public policy for environment does not necessarily translate into corporate greening activities. In this scenario, advertisements by fuel supplying companies are even more suspicious when they claim ecological protection by fuel consumption. Therefore, the current study has focused on the language of adverts by fuel supplying companies. It has also focused on the reflection of ecological claims in the form of ecological values.

Language accommodates the doctrine of values and values are reflected through language (Zerkina et al., 2015). Values permeate our cognitive and thought processes (Lago, 2014) and we conceptualize the world around us with the words around us. These words are axiological loaded with GOOD or BAD connotations (Krzyszowski, 1993). The cognitive devices like metaphors in advertisements are linguistic units that carry axiological load and facilitate the transference of values to the advertised products. Advertisers forge a link between values and the products by transferring positive values (1994). Stibbe (2015) classified NATURE IS A COMPETITION as harmful metaphors since the source domain of COMPETITION conceptualizes NATURE as a competitor and promotes the behavior of defeating the ecology instead of saving it. This metaphor highlights the negative ecological value of destruction. He called NATURE IS A PERSON as beneficial metaphor because personification of nature evokes a sense of reverence for life. This metaphor reinforces the value of ecological protection. Besides metaphors, metonymies, image schemas and color are also involved in portraying ecological values.

In advertising, positive values are highlighted; Pollay (1983) has analyzed the content of 2000 advertisements and found the transference of positive values to the products in all of them. Values are encoded via linguistic resources to achieve the purpose of persuasion, legitimization and coercion (Sowinska, 2013). The manifestation of values is the heart of advertising (Polly, 1987). The transference of ecological values is the main focus of this study. Ecological value is defined by Permilovskiy (2012) as, “the valuation or judgment value of ecology or environment for its betterment or improvement, so the value as an entity is allotted with significance to the environment, ecological policy or environmental law”. The ecological values are classified into positive ecological value and negative ecological value. The positive ecological values tend to trigger environmentally beneficial behaviors while the negative ecological values promote depletion of natural resources and destruction of the environment. Ecological values are encoded via metaphors, metonymies, image schemas and color in advertising (Cortes de los Rios, 2010). Metaphors can perspectives a concept (Zaltman and Coulter, 1995) and perform cognitive and rhetorical function in advertising (Cortes de los Rios, 2002). Fill (1998) advised Eco linguists to keep watch for metaphors because they contain ideologies and trigger certain behaviors. Stibbe (2015) has dedicated a book on the potential of metaphors in construing discourses which are ecologically beneficial or destructive. Besides metaphor, other cognitive devices are also prominent in advertisements. Metonymies are very common in advertising (Rodriguez, 2016) and interact with metaphor (Goossens, 2009) to conceptualize the source domain over the target domain. It also serves as a referential function in highlighting and hiding the concepts according to the speaker (Littlemore, 2015). Image schemas serve as source domains for various metaphors (Evans & Green, 2011). Colors are interactional cognitive modes and constitute an essential element of an advertisement (Lakoff, 1999).

The underpinned study investigates manifestation of ecological values in advertisements. It has focused on the following cognitive devices: metaphors, metonymies, image

schemas and color. It seeks to highlight the transference of ecological values to the fuel. The rationale for the analysis is to differentiate positive ecological values and negative ecological values in the fuel supplying adverts to analyze ecological claims from a linguistics perspective. The research objectives which are focused in the current study are given below:

1. To highlight ecological values manifested in adverts of fuel supplying companies
2. To gain insight into the selection of cognitive devices (metaphor, metonymy, image schema and color) to encode ecological values
3. To highlight manipulation in advertising discourse through exploitation of cognitive devices

The study will be significant in analyzing advertising discourse from a cognitive linguistics perspective. It conveys valuable information about ecological values and their transference through cognitive devices. It gives realization to the society and sensitize people for eco-sensitive content in advertisements.

## II THEORETICAL BACKGROUND

Language and values are closely related (Cortes de los Rios, 2002), and the theoretical foundations of the link between these two disciplines lay in generativist as well as structuralism paradigms in linguistics (Felices-Lago, 2014). From generative linguistics, Van Dijk (2009) applied the socio-cognitive approach to study values at micro (lexicogrammatical), meso (pragmatic), and macro (social) levels to gain insight into the cognition of discourse. Fairclough (2015), a structuralist has given special attention to values, classifying them into experiential values, relational values, and textual values. He (Fairclough, 2015) further suggested that these values are related to knowledge of beliefs, social relations, and persuasive tactics respectively. Axiological cognitive linguistic approach by Krzeszowski (1993) defines values in terms of hierarchy. He introduced sensory values (pleasure/ displeasure); vital values (life/death), and spiritual values (moral/immoral) keeping spiritual values at the highest level and sensory at the lowest. This hierarchy is responsible for the differences in the use of cognitive devices. While doing this, Krzeszowski (1993) abridges the connection between axiology and cognitive linguistics.

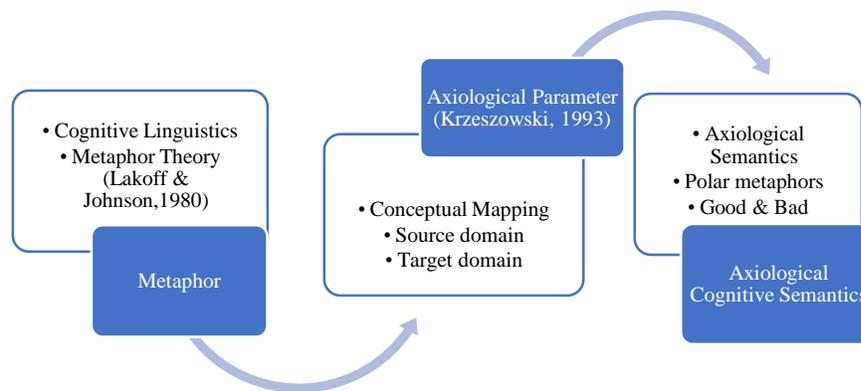
Almost a century ago, Layoff & Johnson (1980) introduced Metaphor Theory with the concepts of source domain and target domain for metaphor in conceptualization. The source domain is the one which is mapped on to target domain to transfer features of the source domain. Krzeszowski (1993) extended the theory with an axiological parameter of GOOD or BAD to all the cognitive devices like metaphors, metonymies and image schemas. The values of GOOD and BAD are least context-sensitive; therefore, they respond to all levels in the hierarchy. Krzeszowski (1990) elaborated that the GOOD and BAD are the matters of our sensory experience and hence metaphorical. He exemplifies with expressions 'sweet' and 'soft' and explains that these are axiologically GOOD in our

sensory experience. The opposites of these expressions are 'sour' and 'rough' which are BAD in our cognition.

As per Krzeszowski (1993) theory, words are polar and “Metaphorical expressions are more prone to axiological polarity than non-metaphorical ones” (Krzeszowski, 1993, p 325). He explained that the metaphor has a vector that is only activated when the parameter of axiology is adopted since it facilitates the dynamism of conceptualization. So, metaphors are either GOOD or BAD. The important point is to consider that they do not conceptualize the mapping in isolation, instead they are backed up by other cognitive devices like metonymies and image schemas (Lakoff & Johnson, 1980). Metonymies are capable of foregrounding essential information (Littlemore, 2015), and interact with metaphor (Goossens, 2009). The metonymies are also GOOD or BAD on axiological scale as these reinforce metaphorical concepts or interacts with the source domains. Image schemas are ‘abstract representations of recurring dynamic patterns of bodily interactions that structure the way we understand the world’ (Cortes de los Rios, 2009). Image schemas are pre-conceptual, inherently meaningful, multimodal, internally complex, subject to transformations, and occur in clusters (Evans & Green, 2006). Krzeszowski (1990) incorporated the axiological parameter to image schemas as well and outlined the following rules:

1. Image schemata are bi-polar, i.e., they have a plus pole and a minus pole.
2. Being is plus, no being is minus; negation is fundamentally experienced as a lack
3. WHOLE, CENTER, LINK, IN, GOAL, UP, FRONT and RIGHT are plus; PART, PERIPHERY, NO LINK, OUT, NO GOAL, DOWN, BACK, LEFT are minus.
4. BALANCE is a plus; IMBALANCE is a minus.
5. In their canonical form, all things are plus, because they are in a state of BALANCE.
6. When OFF-BALANCE everything tends to RESTORE BALANCE.
7. When IN-BALANCE everything is prone to LOSE BALANCE.
8. 6 and 7 underlie the dialectical struggle between plus and minus, positive and negative, and, on the conceptual level between <good> and <bad>, as basic axiological concepts.

Thus, the study has used axiological cognitive linguistic approach with above theoretical concepts. The approach has been illustrated below in Figure 1 Krzeszowski (1990, 1993) which originated from Lakoff and Johnson’ (1980) Metaphor Theory.



**Figure 1 Theoretical Framework**

In simple words, Lakoff and Johnson (1980) suggested source domains and target domains for metaphors. The source domains are mapped upon target domains to represent particular messages or world views. Krzyszowski (1990) extended the theory by incorporating an axiological charge to the metaphors, metonymies and image schemas. Some of the salient points from his extended metaphor theory are as follows;

1. Values need to be studied objectively besides experientially.
2. Experiences, both negative and positive are reflected in linguistic forms (both conventional and non-conventional) and all undergo metaphorical extensions.
3. Axiological parameter of <good> and <bad> should be incorporated to ICMs.
4. Evaluations are not universal; instead, they depend upon the ICMs of the particular language.
5. Goodness and evil are metaphorical since they are understood in terms of other concepts.
6. Good and bad are the most general concepts since they refer to values at all levels and emerge from almost all the image schemas. (Krzyszowski, 1990)

This theoretical approach has been adopted by some studies recently. Cortes de los Rios (2002) employed the axiological cognitive approach and studied the value of *profitability*. He found metaphors performing two functions. First, a cognitive function which reflects our thinking and advertisers use this function to build up meanings. Second, a rhetorical function which is specified by the advertisers for specific purpose to persuade the readers and influence their behaviors.

Felices Lago and Cortes de los Rios (2009) studied advertisements announcing environmentally products from a well-known magazine *The Economist* using the same axiological approach. They found the ecological values of *energy saving*, *reduction*, *conservation* and *renovation* in 13 advertisements of the magazine. The prominent metaphors FUTURE IS UP and LESS IS GOOD or REDUCTION IS GOOD were found in the adverts. Space, cycle and attribute image schemas were prominent in the study.

Blue and green colors were also dominant for representing natural environment. These findings of their study suggested cognitive devices as persuasive tools to attract consumers or project a good corporate image of the advertising companies.

Similarly, Cortes de los Rios (2010) used axiological cognitive approach to explore the representation of economic crisis in *The Economist* magazines' covers. The study was aimed at finding exploitation of cognitive devices (metaphor, metonymy, image schema, color and cultural aspects) by the journalists to influence readers. The exploitations of nature, weather, and apocalyptic metaphors along with other cognitive devices were prominent among other findings. The results suggested that describing economic crisis as natural disasters are more evocative and inspiring.

In another study, Cortes de los Rios and Felices Lago (2017) adopted axiological cognitive approach to study dominant axiological values in aeronautical discourse. They have analyzed positive values of *innovation, leadership, progress, efficiency, proactivity, profitability, customer attention and environmental protection*. The metaphors underlying these positive values include: LESS IS GOOD/ REDUCTION IS GOOD with source domains of DOWN and CONSTRUCTION. The metonymies 'institution for people' and part for whole' and image schemas of big-small were prominent in their study. They suggested that metaphorical tools reinforce positive axiological load in chairman aircraft's letter.

The adverts by fuel supplying companies have not been studied from axiological cognitive linguistics perspective for ecological values before. Therefore, the reflection and manifestation of ecological values in such advertisements are the focus and research niche of this study.

### III. RESEARCH METHODOLOGY

This was a qualitative study and focused on ecological values and cognitive devices (metaphors, metonymies, image schemas and color). It analyzed the manifestation and transference of ecological values to the products in the advertisements. The advertising media was selected because advertisements are pervasive and affect people's behaviors towards the products and consumption of commodities. The purpose of the study was to analyze language patterns in eco-sensitive content or nature endorsing adverts. Therefore, ten print advertisements were collected via the purposive sampling method. These samples consist of adverts that reflected environmental concerns and ecological claims. The advertisements from newspapers, magazines and e-newspapers are attached for reference in Appendix A, and the retrieval information for these advertisements has been shared in Appendix B. The breakdown for the selected print advertisements is shared in Table 1 below.

**TABLE 1**  
**BREAKDOWN OF THE SELECTED SAMPLE**

S#	Name of Company	Sector	No. of Advertisements
1	Pakistan State Oil (PSO)	Government	4
2	Max Petroleum	Private	1
3	BYCO Petroleum	Private	3
4	GO	Private	1
5	HASCOL	Private	1
Total Advertisements			10

The selected sample represents both government and private companies distributing fuel in Pakistan. PSO is the only government company that purchases crude oil and sells to the rest of the private companies in Pakistan. It holds one million tons of the total storage in Pakistan which is approximately 40%. The rest of the companies in the selected sample are private organizations and also supply fuel to Pakistan. These adverts reflect environmental concerns and claim environmentally safe fuel. Such adverts tend to have a wider audience and peoples' immediate reaction to adverts is buying the fuel.

The inductive approach of the content analysis method (Marring, 2004) had been employed to analyze the content of the selected adverts. These advertisements underwent initial screening for the empirical analysis which involved a few steps. Firstly, positive ecological values and negative ecological values were outlined from emergent categories which stemmed from raw data by following Krippendorff (2009). Secondly, cognitive devices (metaphors, metonymies, image schemas and colors) were sought for the transference of those ecological values.

Specifically, metaphors were identified using PRAGGLEJAZ method (Steen, 2007). This method involves the reading of the whole text or transcript to understand what it is about, deciding the boundaries of words, establishing the contextual meaning of the examined word, determining the basic meaning of the word (most concrete, human-oriented and specific), deciding whether the basic meaning of the word is sufficiently distinct from the contextual meaning and deciding whether the contextual meaning of the word can be related to the more basic meaning by some form of similarity. (Steen, 2007, p. 12). This method was adopted because it has been devised by ten metaphors researchers across the globe, and they have followed the Metaphor theory by Lakoff (1980) which served as the theoretical foundation for the current analysis. Another rationale for opting this method was the benefit of systematicity —following a step-wise process of extracting metaphors made the researchers less biased and more neutral about suggesting a word or expression as a metaphor. Next, metonymies were sought by following the theoretical underpinnings of Lakoff and Johnson (1980). Lastly, image schemas were identified as per Evans and Green's (2018) postulations.

After identification of all the cognitive devices, their roles in transference of ecological values were interpreted following the theoretical tenets of axiological cognitive linguistic approach. The overall methodology facilitated the application of axiological cognitive linguistics approach to print advertisements by fuel supplying companies. It enabled the identification of ecological values and unveiled green washing in fuel adverts.

#### **IV. FINDINGS AND DISCUSSION**

The analysis highlighted ecological values and cognitive devices involved in the depiction of those values. It also uncovered manipulation and green washing via exploitation of metaphors, metonymies, image schemas and color in the selected fuel adverts. The findings are elucidated and discussed below.

##### ***A. PSO is Greening the Future:***

The adverts by PSO have reflected ecological claims and concerns using various cognitive devices. The prominent metaphors in these adverts were: PSO IS A RESCUER (Fig 3), FUEL IS ENERGY SAVER (Fig 1), E10 IS ECO-FRIENDLY (Fig 3) and FUEL IS A CLEANER (Fig 2). The source domains of these metaphors, rescuer, energy saving, environmentally friendly and clean environment respectively are mapped upon the fuel (E10 and Euro 5). These metaphors are reinforced by part to whole metonymies of trees, fields and whole to part metonymy of environment.

The target domain in these metaphors and metonymies is the PSO Company and its FUEL which has been conceptualize as safe and natural. Image schemas of link and center are further facilitating the cognition of close link between fuel and natural environment. In figure 2, all the vehicles are parked under the PSO pump, all balanced in their space to suggest the beginning or the same starting points using a balanced schema. The balance schema implies that PSO is balancing the FUEL with the environment or in simple words keeping a balance between its consumption and its effects on environment. The dominant green and blue colors add to the understanding of the company's concern for the environment. The above-mentioned metaphors, metonymies, image schemas and color both individually and in interactional patterns transfer the positive ecological values of environmental protection and eco-friendly.

Another metaphors REDUCTION IS GOOD (Fig 4 & 1) and GREEN IN BETTER (Fig 2) are also reflected in adverts by PSO Company. The metonymies interacting with these metaphors are environment, reduction and less. The link schema enables the conceptualization of connection between fuel consumption and reduction at the same time. The attribute image schema of small and down also serve as a source domain for the metaphor of REDUCTION. The colors are used by the advertiser for natural imagery are: green (trees, plants, garden), blue (sky, water), and yellow (Fuel). These colors focus on the environment and reflects a serious concern for the climatic crises. These cognitive tools collectively manifest another important positive ecological value of reduction.

The positive axiological charge to the metaphors or more specifically, GOOD metaphors, metonymies and image schemas transfer positive ecological values to FUEL. The ecological values of environmental protection, reduction and eco-friendly are found in PSO adverts which are considered GOOD on axiological scale due to positive outcomes in terms of nature. The ecological values in PSO implies concern for climatic crisis and encourages reduction for fuel consumption and its harmful effects to the environment. The company is selling naturally safe products and wants to save the environmental degradation.

### ***B. BYCO is All Green!***

The adverts BYCO has employed the metaphors FUEL PARTICLES ARE SEEDS (fig 6), TREES ARE FUEL (5, 7). The source domain of growing plants from seeds have been mapped onto fueling. This implies fueling equates with plantation and that its FUEL is safe for the environment. The link schema offers source domains of nature to the metaphors to presume nature and fuel's inherent link. The metonymies of trees, sow seeds and leaves are facilitating these source domains. The target domain in these adverts is BYCO Company and its FUEL which are assisted by metonymies of fuel gauge and fuel nozzle. The color Green is prominent in the advertisements for natural elements while a white background represents purity and minimal effects of fuel on nature. The overall conceptualization of cognitive devices suggests positive ecological values of plantation or Greening. The transference of these positive values suggest FUEL by BYCO Company is saving the environment for the future generation. They also gave a complementary packet of seeds as incentive to consumers on buying fuel worth 500 PK Rupees. This reflects the ecological concerns of the BYCO Company.

### ***C. HASCOL is Environmentally Friendly***

Hascol Petroleum Limited supplies Liquefied Petroleum Gas (LPG). In the advert, it has used the metaphor LPG IS ECO-FRIENDLY (Fig 8) with source domains of natural gas, clean, environmentally friendly and better alternative. It has also used the metaphor REDUCTION IS GOOD (Fig 8) with source domains of reduced deforestation. The metonymies of part of whole facilitate the metaphorical conceptualization of LPG as ecofriendly. The underlying image schema of space (up-down) points towards reduction or down which is ecologically GOOD on the axiological scale. The link schema serves as the source domain for a metaphorical link between environment and LPG. The color blue from nature is apparent in the major portion of the advertisement and the metonymy of a red ribbon symbolizes safety for the environment especially the atmosphere. The target domains are consumers and LPG the Hascol Company. The advertisement depicts an overall concern for deforestation and depletion of petroleum reserves thus suggesting LPG as a better alternative. The cognitive devices transferred positive ecological values to LPG and HASCOL. The ecological values encoded in the ad are reduction and eco-friendly. The manifestation of values in the advert suggests environmental concerns of HASCOL.

#### ***D. MAX is Clean & Green***

The metaphor extracted from the advert of MAX Company's advertisement is FUEL IS ECO-FRIENDLY (Fig 9). The target domain is Max Company and source domains are green and environment. The trees in the backdrop establish a link between FUEL and the natural environment. The part for the whole metonymies like sky and trees for the environment interacts with source domains for the metaphors. The metonymies of vehicle, engine and performance supports the target domains. The color yellow for fuel is prominent in this ad. This ad encodes the positive value of eco-friendly and portrays safety of both engine and environment at the same time. MAX claims high performance and quality of engine and reflects concern for a clean and green environment by employing the metaphor, metonymies, image schemas and natural colors.

#### ***E. GO goes Eco-friendly***

The last ad belongs to Gas & Oil Pakistan Limited which promotes chargeable automobiles. The metaphor employed is CHARGEABLE VEHICLES ARE ECOFRIENDLY. The source domain is the greenery while the target domain is the electric vehicle charger. The metonymy of a car with its exterior body of green plants implies the eco-friendly aspect of car chargers. It implies less carbon emissions to the environment and reduced fuel consumption. The link schema underlies the connection between vehicle and nature. The metonymy of Pakistan stands for the whole nation as well as GO Company which is further reinforced by the expression "Goes" where 'G' is capitalized and highlighted with a font color to establish a link schema between the verb 'go' and the company GO. The color green for the car also signifies nature or safe impact of vehicles on the environment. The axiological parameter suggests the chargeable vehicles are a good alternative to save the environment. The positive ecological value of eco-friendly is dominant in this ad as well and the GO Company's product are ECOFRIENDLY in this context. GO company has taken an initiative in saving the environment by providing a better alternative.

#### ***F. A Critical Dimension of Fuel Advertisements***

All the adverts though manifested positive ecological values; however, some negative ecological values are also found. These advertisements are seen promoting their products and hiding the environmental consequences that their products bring.

The prominent negative ecological value in all these adverts is consumption. The metaphors which transferred consumption are: CONSUMPTION IS NATURAL (all of them), VEHICLES ARE TREES (Fig 10), MORE IS BETTER (Fig 5 &7), NATURE IS A RESOURCE. The source domains are consumption, vehicles, excessive use and resource in these metaphors. The metonymic expressions 'economic', 'extra in your tank', and 'drivability' reinforce the source domains for consumers or consumption. The metonymies 'you' and 'your vehicle' stand for the consumers or drivers of these vehicles. More metonymies like fuel tank, car, motorists, vehicles, consumers, corporate, transport,

storage, etc. are supporting the source domain of consumption. Image schemas of link are establishing the relationship of consumption and natural environment which is embedded in the overall ecologically positive context. In this way the consumption of fuel is portrayed as positive in the overall environmental setting.

The advertisements by BYCO propose MORE IS BETTER. It equated greening with fueling which is contradictory. One can accept more greening as an ecologically beneficial step, but one can never approve more consumption of fuel as a reasonable way to save nature. The metaphor MORE IS BETTER is conveying both positive and negative ecological at the same time which is the consequences of green washing by advertisers. Similarly, VEHICLES ARE TREES metaphor suggests the TREES as a resource to be used or exploited which is a harmful phenomenon. Stibbe (2015) regarded NATURE IS A MACHINE as harmful metaphor which is almost similar to VEHICLES ARE TREES metaphor in the current analysis. The metaphors, thus, are harmful for the environment and reflect negative ecological behavior of excessive consumption or exploitation of natural resources. Persuasive and rhetorical power of metaphors in advertisements is concordant with Sowinska (2013) findings.

Thus, cognitive devices can be used both ways. Metaphors, metonymies, image schemas and color can be used to reflect environmental concerns or be exploited for promotional purposes in the advertising discourse. The transference of the ecological value of consumption is visible after axiological linguistic analysis. Advertising discourse for fuel supplying companies does not reflect a genuine concern for nature, instead the adverts have encoded positive ecological values to promote their products and hidden negative ecological value in the backdrop of ecology. For Fig 10, we considered an exemption since car chargers are being promoted as an alternative, but then they promoted the consumption of electric vehicles without serious intent to encourage reduction or providing measures to save the environment. In that case, we have to deal with more plastic, spare parts, chargers etc. which add to landfills.

The findings are consistent with the results by Felices Lago and Cortes de los Rios (2009); and Cortes de los Rios (2010) who also found exploitation of cognitive devices in various discourses. The positive ecological values of energy saving and reduction are consistent with findings of Feliceslago and Cortes de os Rios (2009). Another positive ecological value of environmental protection is found in this study which is also found by Cortes de los Rios and Feliceslago (2017). Hansen and Machine (2008) found green washing as a new strategy and this study also corroborates existence of green washing in advertisements with axiological framework. Now a days the advertisers are selling products by using dominant ecological trends of environmental protection. This could be because a call has been made to save the environment; however, the advertisers mishandle and misuse ecological discourse and brought negative consequences to the environment. Therefore, Pollay (1986) was right in assuming that advertising is a 'distorted mirror' since it represents certain values: values which are beneficial for themselves.

## V. CONCLUSION

Thus, an interdisciplinary approach to adverts by “Fuel Supplying Companies” facilitate in understanding the manifestation and transference of ecological values via metaphors, metonymies, image schemas, and colors. The metaphors along with other cognitive devices are powerful tools for persuasion and facilitate promotional purposes in the adverts. The results exhibit two types of ecological values: firstly, positive ecological values of environmental protection, reduction, plantation, and eco-friendly; secondly, negative ecological value of consumption. Furthermore, the positive ecological values are falsely depicted which suggest greenwashing because the value of consumption was hidden underneath conservation of natural resources and environmental protection in the adverts. The companies of both government and private sectors in Pakistan are following similar trend and strategies. Thus, the results indicate that the energy sector despite being involved in highly polluting activities portrays ecological concerns and makes ecological protection claims in their adverts. They tend to naturalize their exploitative and destructive practices behind a veil of green disguise. The results are significant in spreading awareness and sensitizing the public for potential greenwashing in the guise of positive ecological values. It recommends shareholders of fuel supplying companies to engender content writers to reconsider and revise the content of adverts because ecological destruction or natural reserves depletion are seriously unwanted problems in today’s era. This study suggests studying more variants of advertising discourse from axiological perspective.

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## APPENDIX A

### Advertisements



Figure-1



Figure-2

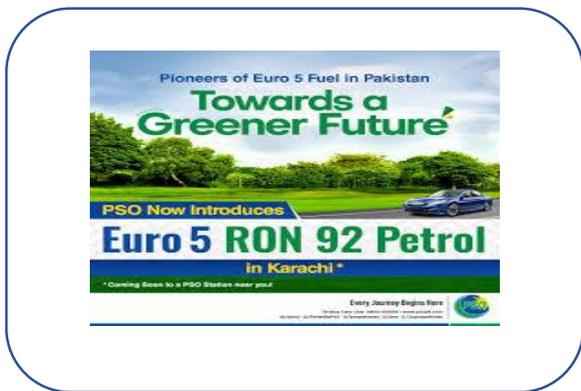


Figure-3



Figure-5

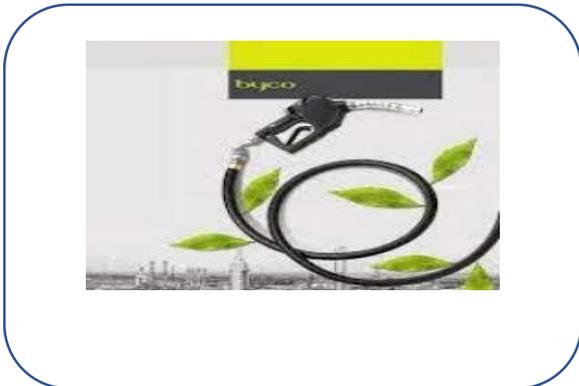


Figure-7

Figure-4



Figure-6

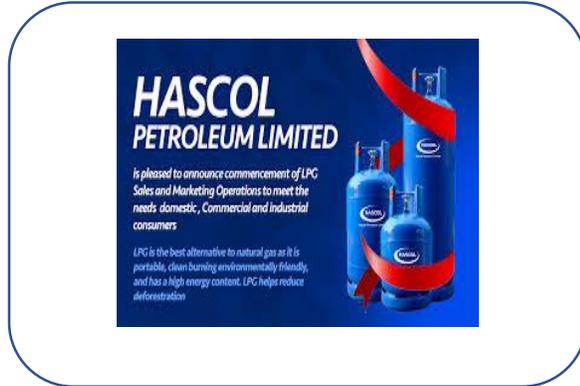


Figure-8

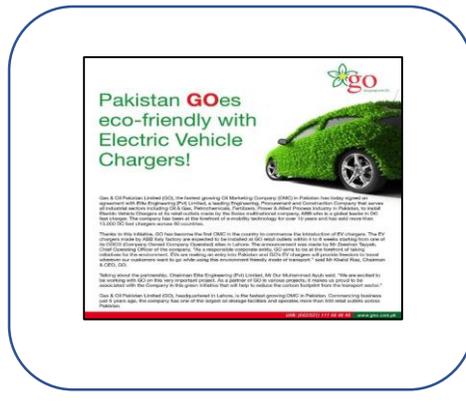
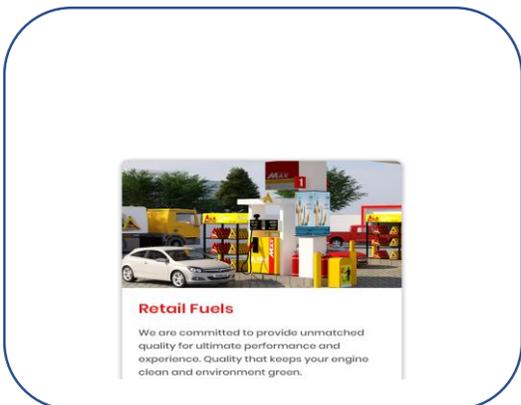


Figure-9

Figure-10

## **APPENDIX B**

### *Advertisements Retrieval Information*

- Figure 1-3: PSO-E10 Fuel (e-advertisement) Retrieved from URL  
<https://psopk.com/en/media-center/advertising-campaigns/product-campaigns> on 22nd  
December 2019
- Figure 4: PSO Fuel [print ad]  
Edition, Dec 2019 Edition of 'Women's Own' Magazine
- Figure 5: BYCO Fuel [print ad]  
Edition, Dec 2018 Edition of 'Women's Own' Magazine
- Figure 6-7: BYCO Fuel (e-advertisement) Retrieved from URL  
[http://www.byco.com.pk/index.php?option=com\\_content&view=article&id=184&Itemid=7](http://www.byco.com.pk/index.php?option=com_content&view=article&id=184&Itemid=7)  
on 22<sup>nd</sup> December, 2019
- Figure 8: Hascol Petroleum limited (e-advertisement) Retrieved from URL  
<https://www.hascol.com/> on 15<sup>th</sup> December, 2019
- Figure 9: Max Petroleum (e-print) Retrieved from URL  
<https://www.max-fuels.com/portfolio.html> on 15th January 2020
- Figure 10: Gas and Oil Pakistan Limited (e-advertisement) Retrieved from URL  
<https://www.gno.com.pk> on 5th July, 2019