



Vol. 4 No. 3 (March)

Greenwashing Virtual Realities: An Ecolinguistic Analysis Of Housing Society Websites

Sumbal Rani

Visiting Faculty, Department Of English, University Of Narowal

Email: Sumbalrani990@gmail.com

Abeera Parvez

Minhaj University Lahore Email: abeeraparvaiz4@gmail.com

ABSTRACT

In the administration of communities and urban growth, housing societies are essential. They provide challenges to the realization of environmentally friendly sustainability, even if they have the power to influence the ecosystem of a particular area. The goal of this study is to conduct an ecolinguistic analysis of housing societies' virtual speech, concentrating on how eco-friendly imagery is portrayed. In order to assess how ecolinguistics influences environmental consciousness, the researcher will examine the textual and visual tactics used in these discourses. Bahria Town, Defence Housing Authority, and Gulberg are the three main housing projects whose websites comprise the study's sample. Stibbe's model is used for the language analysis, and van Leeuwen's model is used for the picture analysis. This analytical approach aids in comprehending the greenwashing phenomenon, which is a tactic used by cultures to conceal concealed environmental harm. The study's findings indicate that the text has salience, erasure, evaluation, framing, stories of conviction, and metaphor. Ideologies are used to encourage consumerism. These narratives serve to highlight housing plans and demonstrate the eco-friendliness and opulence of the people's lifestyles. Pictures depict the value placed on green trees and contemporary living to sway viewers' opinions and encourage them to purchase homes. People will have a better understanding of the underlying motives and beliefs that underlie people's eco-friendly language choices thanks to this study. And how business owners use enticing words to manipulate people's and nature's minds

Keywords: Ecolinguistics; Housing Societies; Green Wash Effect; Eco-Friendly

INTRODUCTION

Due to the increased awareness of environmental sustainability, urban housing societies are currently being closely examined for their effects on community perceptions of ecological responsibility. The purpose of this study is to investigate how language and images interact in digital narratives concerning environmental sustainability in housing communities. Given the seriousness and contemporary awareness of environmental challenges, this research is particularly pertinent and important. Housing societies, which are essential to community management and urban growth, have the power to greatly impact the biological landscape. These are harming the ecosystem at the same time. Regarding DHA Multan's building, several mango farms were destroyed.

Like many other housing societies, they are located on fertile land, endangering the ecosystem and agricultural countries like Pakistan. This paper examines the conflicting roles played by Pakistani urban housing societies, which have a significant impact on



Vol. 4 No. 3 (March)

ecological dynamics despite seeming to be environmental agents. Internet communications are increasingly taking the place of traditional paper-based reporting in today's culture. The most beneficial and economical way to distribute information nowadays is through websites. Housing designs are benefiting from the increasing number of people who have access to online resources. Housing societies not only shape the physical environment but also spread narratives about sustainable living. These narratives have gained significant influence through the rise of digital platforms. This study investigates how these societies construct their image of eco-friendliness through their digital narratives on platforms like Bahria Town, Defence Housing Authority, and Gulberg websites. There is a need to use specific models that support and help to meet the objectives of the research. An important tool for analyzing how language affects the environment is the ecolinguistic model. A significant paradigm for ecological and environmental issues is ecolinguistics. The study of eco-linguistics A research by Alexander and Stibbe (2011) demonstrates how language usage affects life by establishing relationships between humans and other living things as well as the physical environment. Ecolinguistics helps expose and question texts, helping to uncover new ones, and examining a variety of linguistic forms along with ideologies, metaphors, and frames about environmental discourse. Many of the things that humans do damage the environment and cause it to disappear. Critical studies are a crucial tool for analyzing discourses since people don't care about that (Stibbe, 2014). Examining the present state of affairs in Pakistan and how people are interacting with the environment is crucial. Multimodal discourse analysis is a method for analyzing the discourse. Instead of focusing only on language, it emphasizes how meaning is produced via the use of many communication channels. Kress and Leeuwen (1996) claim that the term "modality" originates in linguistics and describes the truth value of the dependability of assertions about the world that are linguistically realized.

Research Objectives

Present study aims at two main objectives.

To investigate linguistic patterns used in websites of in housing societies.

To evaluate the use of visual-language in websites of housing societies.

Research Questions

The study will seek the answer to the following research questions:

What are the linguistic patterns the housing societies employ to portray themselves?

How the environment is visually portrayed in the websites of housing societies?

Significance of Study

Websites are a valuable source of information. This study will offer important insights into how housing development websites in Pakistan portray and handle nature. The interaction between environmental problems with human and non-human components. Additionally, it will illustrate the significance of both visual and verbal communication in raising global awareness of environmental challenges. Through language and visual examination of these websites, the study seeks to highlight the discrepancy between sustainability promises and environmental consequences. Because digital narratives may conceal ecological harm and give the impression of responsibility, this study is essential in the current digital era. The discipline of ecolinguistics will benefit greatly from it.

LITERATURE REVIEW



Vol. 4 No. 3 (March)

Stibbe divided the conversation into three groups according to the ideologies the writings endorsed. The first is a positive discourse that encourages people to protect the environment and its assets to promote sustainable development. Destructive discourse is defined as one that promotes consumerism and puts human interests ahead of those of other living things. Ambivalent discourse, the final kind of conversation, appears to be constructive while endorsing two opposing viewpoints. Stibbe provided a paradigm for determining the sort of conversation in question. The language of the housing society's website is examined using the cognitive linguistic device model created by Stibbe (2015). According to Stibbe (2015), tales are the mental models that people use to shape their perceptions of the outer world. Stibbe's concept of tales has been employed by several scholars under a variety of titles, such as fables, frameworks and root metaphors. After applying Stibbe's method, the texts undergo further examination and are assigned to the relevant sub-type of environmental discourse.

Ideology

Ideologies, according to Stibbe, are shared beliefs held by members of certain social groupings about how the world should be, has been, or will be. This does not imply that the views are exclusive to the members of the group; in fact, organizations often desire their stories to become widely accepted and become ingrained in people's perspectives on a wide range of topics. In addition to being in the minds of individual people, ideologies are also held by a group of people, making them cognitive. Ideas are "a form of social mental activity that is notions shared by and spread over (the minds of) group members,"

Frames and Framing

A frame, according to Stibbe (2015), is a story about a certain facet of life that is triggered by a particular phrase. Framing is the process of organizing the conception of another part of life by using a story from one aspect of life (a frame). Reframing is the process of rephrasing a concept to be different from how it is commonly accepted in a community. Tnner contends that we interpret all of the facts about the world in light of our past experiences and knowledge. Furthermore, every memory we have of the past is a frame. Additionally, these frames are active when we hear any lexical item. For instance, the word "parliament" activates the political framework and inspires political ideals Van Dijk (2011: 382).

Metaphor

Metaphor is the use of a word or group of words as an example based on likeness or comparison rather than the term's actual meaning. Keraf (2004) defines metaphor as a language strategy that highlights similarities between two objects by identifying qualities based on comparison or likeness. The kind of metaphor used by ecollexicon expressions to explain an event as an explanation in conservation-oriented literature is characterized by values and character. In addition to a metaphor's potential for damage, ambivalence, or benefit, its activity should also be taken into consideration EvaluationA metaphor that is out of date is unlikely to make much of an impact, while one that helps listeners visualize a scene may have far greater impact (Müller 2008). On the other hand, some metaphors are "sleeping" or "integrated" between "vivid" and "absent." If these metaphors are generally accepted as methods of thinking about many elements of life, they can have important ramifications. They are often disregarded. For example, they are the "metaphors we live by."

Evaluations



Vol. 4 No. 3 (March)

Evaluations are people's accounts of whether a particular facet of life is beneficial or detrimental. The underlying evaluation of the myths that people cherish may be revealed and tested by looking at the appraisal patterns of language. Evaluations can be studied using ecolinguistic assessment theory. "How writers/speakers place their readers/listeners to do similarly, and with how they accept and disagree with enthusiasm and abhor, praise and criticize" is the main subject of appraisal theory (Martin and White 2005: 1). An essential concept is how a book's cycles of judgment produce a tone or attitude. Appraisal theory may be used by ecolinguistic scholars to examine the evaluation. The available assessments can then be categorized as favorable, negative, or neutral after being assessed using the analyst's Ecoscopy.

Identity

A person's identity is defined by their capacity to uphold a certain narrative, not by their actions. Events from the outside world must be continuously incorporated into a person's biography and organized into the ongoing "story about the individual." Charles Eisenstein (2011) asserts that we must experience a real change in our perspective on life. The old tales of the world and of oneself are replaced by a new one. Ultimately, the self is also a story with a beginning and a conclusion. Since behavior can only be really altered through a change in identity, environmental communication should concentrate on this level of beliefs and identification, claim Crompton and Kasser (2009: 7).

Conviction

Stories about how much a person believes a description to be true, certain, dubious, or inaccurate help people create convictions. Facticity patterns are collections of language strategies that work together to either confirm or refute descriptions, making them seem real or certain. Using ecolinguistics, texts may be examined to show how they either confirm or deny important assertions that will soon affect humanity, such the idea that human activity is causing climate change. The larger ideas that emerge across a book or texts are more important than the specific lines that confirm or refute the facts.

Erasure

Stibbe (2014:17) defines salience as the degree of importance ascribed to a certain facet of life, whereas erasure is a "story that indicates that a part of life is unimportant." When a problem is highlighted or brought up often, it is said to have high salience. Salience may also be increased by employing greater levels of concreteness and clarity, as well as by placing participants at the center of active phrases. However, everything that is obscured, minimized, or omitted can be deleted (Van Dijk, 1998). An erasure would be noteworthy if the analyst thinks it is important given their viewpoint, even if it might be challenging to list every erasure inside a text (Stibbe, 2015). The erasure of the non-human world is a reflection of the "profound reality" of plants, animals, rivers, forests, and the natural world.

Salience

Salience, according to Stibbe (2015), is the conviction that a certain facet of life is important or worthy of attention. Salience patterns are visual or verbal depictions that emphasize a certain facet of life via the use of clear, vivid, and exact terminology. If these patterns are widespread, they may raise the salience of a place in the eyes of some people or, more generally, in the eyes of a large number of people in a community. The concept of salience is most commonly used in visual analysis to describe how much a



Vol. 4 No. 3 (March)

component draws attention to itself due to its size, position in the forefront or how it connects to other components, color, tonal values, clarity of meaning, and other features (Kress and van Leeuwen 2006: 210). All the important researches are given below.

According to ecolinguistics, communication and language play a vital role in protecting human and other species' lives. An "environmental turn," or growing interest in the environment, has been observed recently among social science academics. This problem is really connected to a clear understanding of environmental issues that are extremely concerning on a large scale, such as ozone layer depletion and climate change. For people to become environmentally sensitive, environmental education is essential. To teach its citizens, different nations use various educational approaches. Research on children's book discourse was conducted by Fashal and Khadim (2022). They have chosen seventeen texts from Matt Hiag's children's novels..

The researcher employed descriptive qualitative analysis since this study requires a thorough examination of language decisions. "The events in a narrative discourse are always portrayed in the context in which they occurred" (Dunpath, 2000, p. 548). Because they shape human ecological identity, all of these stories are crucial. The terms "radiantly," "vibrant," "beautiful," and "prettiest" are employed in the chosen text to demonstrate the assessment meanings in various settings. According to appraisal theory, there are three primary kinds of evaluative ideas: graduation means, engagement, and attitude (Martin and White 2005). "Brightly," "bright," and "prettiest" are examples of pre-modifications employed in texts that have blossomed all meanings with positive attitudes associated with exploratory activities and natural occurrences. These words have a beneficial role in creating the individual's identity via anthropocentrism. The author of the texts presented the Amazon as Earth's lung by using ecological metaphor. Based on the results of the analysis of ecolinguistic discourse in this study, it is feasible to conclude that the text employs a variety of discursive techniques to demonstrate a profitable ecological identity.

In 2018, Mohamed Mliless and Mohammed Larouz conducted a research to examine the discourse. Several linguistic structures, including agency, euphemism, and passive voice, have been noted in this study. The purpose of this study was to determine the truth since overuse of certain language techniques might alter meanings and serve various purposes. The 14 texts provided the data for this study. The overuse of euphemism suggests that this text is attempting to demonstrate environmental protection in a highly muddled manner while downplaying the effects of human activity on the environment. According to Stibbe (2015), passive voice is typically employed to shift the topic to the topic; in environmental texts, it is included to indicate that the text is painting a very hazy image. These language decisions suggest that the text is not as deserving of environmental preservation as it ought to be. This critical study demonstrates that in order for pupils to understand how human actions impact nature, human harmful acts must be brought to light.

In their study to examine six environmental advertisements, Younas and Abdulmajeed (2023) found that the advertisements exploited erasure, salience, and damaging content. The six chosen advertisements were analyzed using a qualitative method, and the results were positive. Additionally, the quantitative method was employed to corroborate and improve the caliber of the study. Salience and Eraser Both of the primary narratives were chosen from Stibbe's model. The paradigm for analysis in this study was Stibbe's (2015) theory of erasure and salience. The following conclusions are drawn from the study: Salience and erasing are the two tactics the advertisement use to achieve its objectives. In a book, marketing, etc., something important is first omitted or concealed; second,



Vol. 4 No. 3 (March)

something important is prioritized. As a result, the efficacy of these tactics varies depending on how harmful or advantageous the marketing is; some ads are advantageous since they demonstrate the advertiser's care for the ecology and ecosystem of the planet. Stated differently, these advertisements aim to pique readers' interest in environmental concerns. The primary result of this study is that given that salience brings attention to the essential features of environmental marketing, it is a good technique for constructive advertising.

In 2021, Ain et al. carried out an additional study. In order to find the manufacturer-created concepts that appear to support ecological principles and align with ecosophical ideas, the study will analyze the language used in the ads. The information was collected from the official websites of five food producing companies and is limited to beverages and dairy products. The advertisements are analyzed via the prisms of agenda setting theory and framing theory using Stibbe's (2015) ecolinguistic analysis technique. A qualitative method was used to perform that study. Ads for beverages and dairy products from the official websites of five food-producing companies in 2019 were the main focus of the investigation. According to the study's findings, companies who produce food utilize language in such a decadent manner that consumers believe they are being exploited to promote their products, even when they are in fact including certain plots. When developing tales and convincing readers to believe in them, language is vital. The ideas that these stories instill in people's minds not only define the outcome in a certain way, but they also influence how the audience perceives the world and reality in general. Furthermore, according to setting theory and framing theory, the advertisement presents an it eminan unusual manner. In particular, advertisements and the media draw attention to certain things and encourage viewers to focus on them more, but they also emphasize the positive aspects of the selected item. The same is shown in the advertisements for the five selected food producing companies. The study dissects the discourses' ecological stance and examines them from an ecosophical perspective. Readers may infer that the language is being used for commercial goals due to its emollient usage, but each story also exposes the consumerism mindset.

The following studies are also conducted in Pakistan: Qurat ul Ain et al. (2023) examined how various global corporations obliterate nature in their ads. Their language choices differ. To verify the pieces that are deleted, researchers employed Stibbe's (2015) theoretical framework. Five global corporations provided the sample. Additionally, the findings indicate that ads have obliterated nature. Advertisements don't emphasize natural fruits and products since nature was eliminated. No reference is made to natural fruits and goods. Additionally,

They used erasers, metaphors, and conviction stories to market their goods. Products are marketed as alternatives to natural ones. As a result, using different language preferences to discuss nature is a terrible idea. Therefore, nature is abused by means of The Stibbe framework will also be used in this study since it offers a highly genuine and transparent method of analyzing discourses connected to the environment. The content of the website will be examined in this investigation. Websites are a valuable source of information and make waste data easily accessible. We have an environmental catastrophe in Pakistan, therefore we need to conduct a lot of research there to protect the environment. Every ecolinguistic study will contribute to raising awareness. A research that offers insightful information on how housing developments' websites in Pakistan portray and truly handle nature is needed. the interaction between environmental problems with human and non-human components. It is necessary to illustrate the significance of both visual and verbal communication in raising global awareness of environmental challenges.



Vol. 4 No. 3 (March)

RESEARCH METHODOLOGY

The purpose of this study is to examine the information on housing societies' websites in light of the environment and natural world. The techniques and strategies utilized to gather and examine the data for this study are covered in this section. The techniques employed to achieve the main goals of the study and uncover the untold tales inside the discourse of housing societies' websites. The content posted on the websites of the housing societies in Pakistan Bahria Town, Defence Housing Authority, and Gulberg—is the main focus of the analysis. Written text and images are examples of data. Following the discussion of the methodological methods, the chapter will conclude with a discussion of the selection, processing, and analysis of data. Morals. Ethics will be discussed at the end. Methodological Approaches

The study An approach is a study strategy that goes from general hypotheses to specific methodological specifics. Investigating ecolinguistic tactics in housing societies' narratives and assessing the visual-linguistic interaction in greenwashing are the goals of the study. Because the study requires a thorough grasp of the phenomena and aids in understanding the meaning that people or groups attach to an issue, a qualitative technique is used to meet the results (Creswell, 2014).

Methods of Data Collection

The qualitative data used in this study includes all of the textual and visual discourse found on Pakistani housing societies' websites. Since these websites are among the biggest housing complexes in Pakistan, they provide a variety of data. The researcher searched the biggest housing projects in Pakistan to get the data, and I then chose three primary websites as a sample: Bahria Town, Defence Housing Authority, and Gulberg. The researcher visited each of their several chapters in other cities, and these are included. Because websites include a lot of information in both textual and visual formats, it is necessary to employ a variety of techniques in order to obtain correct results. The purposive sampling strategy is employed for sample collecting because it gives the researcher the flexibility to select the best sample to support the study's goals. After copying and pasting the chosen data onto a Word document, it is stored for analysis. To obtain clear data, dates and linkages were removed. All of the content utilized in this study was first saved in Word and PDF formats. The selected words and images were then carefully read using the Kress and Leeuwen modal and Stibbe (2015).

Methods of Analysis

The discourse found on the websites of Pakistani housing schemes is analyzed using two methods. Stibbe (2015) uses the Ecolinguistic model for the text, and he provides eight distinct stories for examination. Ideologies are defined as belief systems about how the world was, is, will be, or should be that are shared by people who belong to particular social groups. Stibbe (2015). "A mentally determined idea that is expressed via language use" is how Mehdi (2020) defines ideology. These concepts demonstrate how lexicon, syntax, and other linguistic representations may be exposed through "standardized ways that particular groups in society use language, images, and other forms of representation." (Page 22 of Stibbe, 2015). It is feasible to evaluate the benefits and drawbacks of each of the numerous logical implications that may be drawn from applying the ecolinguistics metaphor, according to Stibbe (2015). However according to Stibbe (2015), salience is the act of prioritizing a particular life event by assigning it greater weight. In other words, salience leverages all forms of representational support, including visual, linguistic, and so on, to support "an area of life." On the one hand,



Vol. 4 No. 3 (March)

Erasure is a technique used in ecolinguistics to identify the unused or ignored portions of a speech or text. It is emphasized that in addition to overt "participants" in a text or discussion, linguists should also take into account hidden, marginal, and even eliminated ones. However, "investigating the linguistic processes of erasure, examining what has been erased by texts and conversations, determining whether that erasure is problematic, and if it is, then how what has been erased can be restored to consciousness" is a critical role of ecolinguistics. (Page 145, Stibbe, 2015).

Kress and Leeuwen's (2006) visual modal is used to examine visuals. Kress and Leeuwen state that Halliday's social semiotics theory may be used to analyze and interpret images, which are a form of social symbol. Concepts of representation can be divided into two categories: conceptual and narrative. The vector that is indicative of a narrative representation image is absent from the theoretically rebuilt image. A vector is a quantity with dimensions and path; it is usually shown as a striking diagonal line in a picture. Speech, act narrative, responsive narrative, and cognitive narrative are the three categories of narrative representation. The idea representation image consists of three different elements: concept symbol, concept analysis, and concept classification. One of the participant's aspects is always subservient to the other, either explicitly or overtly, in the conceptual classification image. The dominant categorization will appear concurrently with the subordinate category and the category's highest level. Interactive meaning, as opposed to representational meaning, needs to engage the audience's ideologies more. The interactive meaning embodies the triangle character interaction between the creator of the picture, its representational participant, and its spectator. It also affects the audience's perception of how participants are depicted. The manifestation of compositional meaning is influenced by three elements: information value, scene selection, and significance. A sign's position inside a picture is referred to as its "information value." The position of the sign also affects how meaning is embodied. Since Kress and Leeuwen believe that the ideas of information value, significance, and scenario options apply to both text and images, they try to use the same language in multimodal discourse analysis.

This section has discussed the study's methodology and shown why it is suitable for accomplishing the research's objectives. The methods for selecting, storing, and evaluating data have been described. Stibbe's (2015) framework, which was presented as a seven-point ECAD model, provided the foundation for elucidating the theoretical arguments in relation to the methodological element of the study. It has also examined the ethics of the study. The next part presents the findings derived from the analysis.

ANALYSIS

This part discusses the analysis of the chosen data, which is presented in both textual and visual form and is categorized into three sections based on three websites run by the Pakistani Housing Society. Since this is an eco-critical study, the ecolinguistic model of Stibbe (2015) and the pictures model of Kress and Leeuwen (2006) are utilized to analyze the data. Using the Model of Stibbe (2015) will help in analysis description and interpretation. It entails outlining the text's components and evaluating the stories that these elements help us comprehend. Additional textual analysis and picture analysis are carried out in the top portion.



Vol. 4 No. 3 (March)

Located in Islamabad, Bahria Town (Private) Limited is a privately held real estate development company that owns, develops, and manages properties in Pakistan. It constructed its first gated community in Islamabad. Its second exclusive community opened in Lahore. Bahria Town Karachi, one of its largest private communities, was opened in 2015; Bahria Enclave Islamabad, the smallest, was opened in 2013. Most of these communities are large towns in and of themselves, and the oldest community in Southern Islamabad spans over 16,000 hectares (40,000 acres).



Figure-4.1: The Bird Park

Visually, Fig. 4.1 shows trees utilized for birds that have fake dwellings and little boxes for the birds. These trees lack enough limbs to provide shade, but they have employed green sheets to create cover. There are three different kinds of participants: boxes, boards, and trees. Thus, this image illustrates the idea process. For birds, these boxes represent protection. According to the Kress and Leeuwen model, interactive meanings show that the producers, who are the Housing society's owners, used extremely vibrant colors to draw attention to the image. The public is the receiver, while the participants are the animals and birds. . The use of trees, bird boxes, and green leaves on the upper right corner conveys the idea that the Housing Society of Group A is working to improve the lives of birds, according to the Ecolinguistic model of Stibbe (2015).



Zoo

On a visual level, the zoo depicted in Fig. 4.4, which features lush green trees and upscale roads, may be a nice park, but it is not a place for animals or birds. In order to get the most greenery, a visually appealing region, and clean roads, this photo was taken



Vol. 4 No. 3 (March)

from a considerable distance. The purpose of the film's creation is to motivate viewers. In order to show a large number of items, the picture's composition makes use of an information value system, organization, and a long shot from many viewpoints.



Figure-4.5: Animals in Jungle



Figure-4.6: Exotic Birds

From a visual standpoint, their zoo has a variety of birds and animals, but based on the photo, a parrot is there in a depressing mood, and a monkey is also in a cage for fun. Both eyes are pointing in separate directions, maybe away from the recipient and toward anything else. Both images have blurred backgrounds and are taken from a very close-up perspective. The primary attention is on the recipient, who can make out vividly colored birds and animals. It's a close-up, and compositional implications reveal that these images provide details about every other animal and bird. The model developed by Kress and Leeuwen states that these images are big and have tight angles. Modalities are the validity or truth of the statements we make about the world we see. Using the Stibbes (2015) model demonstrates Advertisers who utilize animals as their merchandise are using the salience technique. The linguistic patterns are employed to do this. The



Vol. 4 No. 3 (March)

marketer wants the reader to concentrate more on the benefits of living in a housing society as a consequence. By doing this, he or she prioritizes their interests over the welfare of animals.

Defence Housing Authority

DHA is The Defence Housing Authority (DHA), a real estate developer that supervises housing and local government services for Defence communities around the nation, is under the direction of the Pakistan Army. It is the largest land thief in Pakistan. sometimes associated with pollution, agricultural destruction, and the removal of over 60,000 Multan mango groves. The corporation, which was first established in the 1970s with the primary objective of housing active and retired military members, now sells most of the plots in its upcoming developments to civilians. With several chapters across Pakistan, DHA is one of the largest housing society in the country. DHA, Islamabad, Lahore, Peshawar, Gujranwala, Hyderabad, Multan, Bahawalpur, Quetta, Karachi, and Karachi (Wikipedia, 2024).

The information about "OJRM," a company located in Los Angeles, USA, that was hired for the planning stage, is then given. Because this society is beautiful, bright, and very habitable, people are supposed to discover new life there. because it is friendly, modern, and ecological. Among other things, they created landscaping, DHA green areas, and public parks. They are also putting in landscape lights and creating sports fields. They have offered some advice about living.

(DHA, 2024).



DHA
GUJRANWALA

DHA Gujranwala Logo

Both bold and deep green are utilized to write DHA. Gujranwala is then surrounded by a color scheme that gives DHA prominence. A green circle with a fresh building uses yellow to foreground the building, and the name of the society is also written in yellow. It connotes a tranquil setting, a natural setting, and an opulent way of life. Each of these images has a nearly identical sensation. Additionally, the Ecolinguistic Modal (2015), which depicts the benevolent activities of the Housing Society of B Group, gives priority to the color green. They are striving to make the land greener.

On the visual level, Figure 4.9 consists of four distinct views, each featuring two different participant categories. One image has DHA buildings along with various natural sceneries, such as lush grass and clouds. The fourth is the green-backed emblem of a club that is supported by DHA. These images employ symbolic processes; the buildings represent the Defense Housing Authority's opulent way of life, while the green area represents the area's tranquility and natural beauty. A strong spectator is depicted by the vertical angle, which is evident in the images. The shot was taken from a great distance, signifying the formal relationship between the viewer and the sceneries. With



Vol. 4 No. 3 (March)

foregrounded words serving as supplementary pieces, the information value is provided in the middle. Buildings and logs are positioned in the middle of the pictures to provide salience. Once more, an offer is made by displaying such symbolic patterns if we perceive interactive meanings. Through the lens of Stibbe's (2015) ecolinguistic paradigm, their salience story is revealed. The use of green on the ground creates a calming effect as well, and there are plenty of green trees to display the opulent structures that showcase the society's high-quality infrastructure and amenities. The bolded phrases "DHA soothing Club Bahawalpur" subtly convey to the public that they have numerous luxuries available to them.



Figure-4.9: DHA Bahawalpur

The logo of the Defence Housing Authority in Rawalpindi and Islamabad is seen in Figure 4.10. From a visual perspective, there is a circle with vivid colors, the society is written in white, and the background is green with buildings, trees, and a mountainous and cloudy natural scenery in between. The usage of foreground indicates that the name of the society is given prominence, while the text on the eighth side is printed in a low-saturated hue. Because the participants are identical to the other submitted photos and the composition represents an offer made to the recipient of the content, it is once more symbolically suggestive. According to Stibbe's (2015) Ecolinguistic model, this image tells the story of salience, with green emphasizing the name of the group and highlighting the trees and environmentally beneficial activities.



DHA Islamabad Rawalpindi Logo

Gulburgs Green

The Pakistani Housing Society is called Gulburg. The Gulberg Islamabad project is being carried out by the Intelligence Bureau Employees Cooperative Housing Society (IBECHS). In Gulberg Knowledge Village, a large number of educational institutions are now being developed. The CDA approved the project's NOC in 2009 after it had begun in 2005. There is a chapter of it in Lahore. The lavish, upscale residential and commercial structures in Lahore's Gulberg area are its main draw. There are many business areas in this popular residential town. Gulberg, which translates to "a garden with flowers," is well known for its lush parks and lovely gardens. Each of its four subareas contains a distinct collection of blocks. The descriptions found on their website are included below.



Gulburg Greens Logo

Visually, this image uses green in a large font size, followed by black for Islamabad and red for Naya Islamabad. This color scheme demonstrates the foregrounding strategy used to create salience; no buildings are added, but the colors are used to draw attention. Green is a symbol of peace and greenery, while red is used to show something new. High saturation is also used. Three images of the interface they submitted are shown below. Two different kinds of participation are used: one created roads and structures, while the other involved green trees and natural terrain. The photo on the right displays a contemporary building with a clear road; these images are shot from a distance and are used as offers for people. The picture on the very left demonstrates that Gulburg is providing a nice lifestyle and a natural environment like other housing plans. Similar to other housing organizations, it is symbolic. It demonstrates that both a clean environment and an opulent lifestyle are priorities for these nations.



Figure-4.14: Gulburg Islamabad

The Housing Society of Group C has made it a priority for people to appreciate trees and green space, as seen in Figs. 4.13 and 4.14, in accordance with Stibbe's (2015) Ecolinguistic model. The drawings show this beneficial tree-planting endeavor. The marketer values the green environment highly since it gives our planet oxygen. More precisely, deforestation is the present disaster that most countries, including Pakistan, are facing, and it may be stopped by planting and maintaining trees. As a result, initiatives are underway to protect the environment and live in harmony. However, the presence of roads and structures that demonstrate their development process is unhealthy for the local population, and the green trees are given preference.

Ideology

According to Stibbe (2015), social actors are characterized by the things they do in integration. The same example is given by Group A Bahria Town, which claims that the Housing Society is "our customers trust most preferred investment destination." Individuals are reduced to the level of mere consumers who only consume. It is quietly promoting consumption by claiming to offer a pleasant and healthful environment.



Vol. 4 No. 3 (March)

They're proposing that when customers find a decent platform, they should invest more. Another example states that "different species have been imported." This implies that rather than allowing non-human creatures and birds to exist freely and rely on the development of trees to sustain them, they are spreading the notion that they are things that people may import and ought to like. Because the tagline "World of Exotic Birds" exists elsewhere, they are again discreetly promoting the materialism mindset and portraying birds as objects.

Nowadays, a tranquil atmosphere is increasingly important to people in Pakistan. When writing *A City of Gardens*, housing societies took this into account. Although they appear to be advancing the ideals of peace and beauty, this is really simply another ploy to appease clients. According to Stibbe (2015), tales like this that occur in discourses like "Consumer can never be satisfied" (p. 38) are exacerbated by the increasing demand for gardens. The buyers' unquenchable needs and wants are drawn to this data. Persuasive language elements are used to encourage the sale of unnecessary homes for consumption; the modal verb "will" and the adverb "surely" draw attention to the claim's high modality and portray it as an undeniable fact that consumers consistently want more of it. The terminology used at a state-of-the-art shopping center serves as another example of this. Individuals are consumers in the Defence Housing Authority's lexical choices, and they have used lexical objects to take care of our clients and customers. Social beings are mentioned in the context of action and in the kinds of tasks they carry out in functionalization. People who just consume are referred to as consumers by the business, according to Stibbe (2015) (p. 36). Additionally, the expression "We are loyal to our clients" has been employed. Again, the customers are promoting their companies and the consumerist mindset that supports the assertions.

Here, the term "modern living" has been used, which subtly promotes the notion that customers must live in this culture. The phrasing promotes the materialism mindset even when it appears like they are providing excellent care for their clientele. "We are loyal to our clients," it says. Stories such as these that arise in discourses about how customers will never be satisfied are worsening people's unquenchable needs, according to Stibbe (2015) (p. 38). This advertisement satisfies the raging demands and desires of the purchasers. Elements of persuasive language are employed to encourage consumers to buy unnecessary goods.

Lexical selections The terms "lush greenery" and "Gulberg Greens" are used in the text. This housing society's ideology is environmentally friendly; in fact, the word "green" is utilized in the society's name to demonstrate that they support greenery and eco-friendly products, but in reality, they are using demand from consumers to sell their business. Thus, they are advancing the consumerism ideology.

Conviction

Strong facticity patterns help identify the tale of conviction, as stated by Stibbe (2015). Words like "Our world-class communities, world-class facilities, and tremendous vision" are used on the Bahria town website to highlight another point: "The Land of the Pure." Does the land's purity have any proof? Without any sort of proof, without any test? is addressed to the Bahria Town, indicating that they use aggressive language to sway others. Additionally, they have employed high facticity patterns such as "first high-end supermarket" and "highly commended retail interior." They just employed terminology that appeals to their customers' need for luxury, without providing any proof whatsoever.

Identity



Vol. 4 No. 3 (March)

In the identity tale, they are demonstrating their high-standard housing society identity and providing the residents with a sense of identity by living up to international standards. According to Bahria Town's website, luxurious living meets worldwide standards. "Forests of the Amazon" Through the Group's housing design, "Greenvalley" is a linguistic choice that gives the Green means a tranquil character. They have employed pertinent word choices because they believe that allowing people to dwell in natural settings is a degrading phenomenon. Additionally, it creates a false sense of identity for the locals by implying that they are astute investors who have made very wise choices. Every single is just a marketing Strategy. The statement "Future belongs to those who believe in the beauty of their dreams" (DHA, 2024) turns it into a task for the readers to complete. Purchasers will have a promising future and be able to realize their dreams of becoming house owners in this neighborhood. In this case, the consumer is referred to as a "dreamer and lover" someone who hopes to realize their desires and who would feel satisfied after acquiring the "beautiful" home of their dreams in this society. A "community environment that promotes healthy living" "creates a group of people." It assumes that readers desire a respectable existence and that the best way for them to live is to live in that certain civilization. Furthermore, it establishes a category of identity, such as "health-conscious people," which suggests that the residents are health-conscious; by marketing their company, they are establishing an identity for their customers. "We are loyal to our clients" is how the Society of B group (Defence Housing Authority) positions their brand so that people would trust them. They even talk about their loyalty, which will make clients feel comfortable and help their company.

"The location of this residential community is excellent." The persons who will reside in the Gulberg housing society are given their identities by utilizing this statement. The "hassle-free journey," which is a peaceful journey for residents of Gulburg, is an additional instance. The author or producer of the text already has an idea that more rad needs these facilities most and is actively working on it. They enjoy the prime location and have a concept different from everyone else. People are increasingly worried about security, and the test states that Housing Society of Group C has "security," meaning that residents are safe and that anybody may be safe if they take certain crucial steps. However, the term is underlined here to draw the reader's attention. However, with all of these amenities, the Housing Society of Group C the best society is given a sense of identity by these words. When the pronoun "you" is used, the reader is put in the subject role and all of the chosen societies are speaking directly to them. It is indirectly promoting materialism by portraying its clients as adventurers.

Metaphor

The website uses a variety of metaphors, such as "give the birds food of their liking," to depict different topics. By acting as providers, these metaphors show that birds receive food according to their preferences—a human characteristic that is passed on to them. To put it simply, a metaphor is a story that depicts a subject as something completely different. Metaphors "imply" "an identity between otherwise different things" (Martin 2014: 78). The Housing Society added that Central Park New York, their park, is situated in a different area and has a different function. Another metaphor is "Amazonian forests," wherein each housing society has a few trees, but they are transforming it into an Amazonian jungle by importing animals and planting trees. Whereas there is no nature or the natural world. These civilizations use lexical terminology based on trends and demand. The truth is something else entirely.

Evaluation



Vol. 4 No. 3 (March)

The audience has been given a positive assessment of this Defence Housing society's many modern and peaceful amenities thanks to the use of positive evaluation criteria, such as "world-class communities," which is mentioned in the item's title, as well as others like "environmentally friendly living," "green areas," "natural beauty," "healthy living," "sustainable future," and "modern and green." As was already noted, they are utilizing phrases that are good and associated with luxury and an eco-friendly, healthy lifestyle. The factual correctness of the description is increased by the removal of modal verbs.

"It would have had greater facticity if no models had been utilized at all" (p. 127), according to Stibbe (2015). These terms appear throughout the content on the B group housing plan website. Readers are influenced by positive assessment phrases, which makes it simple for them to conclude that living in a certain housing design is necessary. And it goes without saying that people will purchase the homes since they are both attractive and conveniently accessible. This type of lexical option is utilized to make it easy for customers to choose to purchase a certain property or commodity.

As stated on the Housing Society of group C website, "Our world-class communities," extremely favorable language is utilized to convince the reader that they are about to purchase an outstanding chance. "There are many bus stops here," "Gulberg Islamabad is as beautiful as Islamabad." Here, adjectives like "class," "wide range," and "beautiful" serve as positive evaluation tools to sway readers' opinions and support assertions that have never been proven.

Erasure

Erasure is the subject of the following article on the housing societies' website. The passage "Explore the park and get mesmerized by the presence of the king of the jungle, and get up-close with your favorite animals" is an example of trace because it mentions the zoo, where the animals are kept, without providing information about the animals, their kinds, or how they are kept and treated in artificial settings. Furthermore, Stibbe (2015) notes that certain plant and animal pictures mention their habitats but not the actual residents (p. 157). A portion of the natural animals used for entertainment are eliminated.

Although animals are not seen as independent beings or as essential parts of the environment, humans benefit from their presence. The next story kind in the commercial is erasure. The usage of hyponymy gives the text traces. The superordinate term "nature," which has been used, does not elicit any ideas on the exact origin of nature or its hyponym trees. Only part of the truth is revealed, and half of the content has been removed.

Bahria Town's website mentions "demanding lifestyles," yet the source is once again removed. How can they do that? either by destroying the cultural fields or by leaving the land bare? According to their own agenda, half of the material is provided and the other half is deleted. They are safeguarding the environment by increasing their company, which is another tale eraser of the "secured environment." Half of the information is given, and the methods they use to protect the environment are deleted. In the noun phrase "Amazonian forests," the word "Amazonian" is employed as a modifier of "forest," adding weight to the head.

You can add, remove, or modify the modifier as you see fit. A deep, natural forest cannot be replaced by these trees, even if they may be planted anywhere. In this case, Amazonia is portrayed as an example of a mask, a distorted image of reality that contains a huge forest of Amazon trees and other natural trees with various animals and birds that are



Vol. 4 No. 3 (March)

similar to some of the trees that humans have planted.

What proof is there for the eraser narrative that can be found on Gulburg's "world-class amenities" website? and no source is cited on how these amenities were created. Stibbe (2015) claims that half of the data is deleted and that there is no source to support the claims. "The endless beauty of nature meets every luxury." Once more, a mask is utilized. What is nature here, and how beautiful is it? Nothing concerning trees, animals, or any other natural resource that Group C provides for the people is stated in the text in a housing society with nature.

Framing

Creation of Natural Habitat: In actuality, Bahria town is building houses to promote its enterprise and attract clients by framing this as a use of nature. The phrase "natural habitat" is used to outline the purchase; just growing grass and bringing in some animals and birds won't provide humans and birds with natural habitat. They have used phrases like "perfect picnic spots," which people may enjoy anywhere they find nature and tranquility, such as on a riverbank, in a hamlet, or anywhere else. However, they have plotted their facility so that people can only enjoy the ideal location that we have created. The Defence Housing Authority uses phrases like "best standards" and "breathtaking views" as trigger words. "Quality living, peace, security, luxury, and convenience" are used to paint a positive picture of this society in the reader's mind. People will then believe that the area offers high-quality living. They are also expanding the notion of consumption. Although there may be other desirable areas for individuals to reside, the use of trigger phrases like these leads the reader to believe that this is their only option. "Sustainable and peaceful community," leading people to believe that it is the only path to peace. The target audience of the Housing Society uses these trigger phrases to assist readers comprehend the basic principles of harmony and sustainability. Even the same author will occasionally use the phrase in different situations. The terms "schemata," "idealized cognitive models," and "scripts" are also closely connected to and have a similar meaning to the word "frame." Many terminology and ideas are combined and simplified in the following definitions. A frame is a story about a certain facet of life that is triggered by a particular group of words.

Contribution of Study

The subject of ecolinguistics has benefited greatly from this work. According to earlier studies, no investigation into the origins of the language used by Pakistani housing organizations has been conducted. Other data sets of firms' products were the subject of separate studies. Since this study demonstrates that the language they use and the ideas they wish to propagate are harmful to the environment, there is a significant research vacuum that needs to be addressed. It will assist consumers in examining the appealing language used by various entrepreneurs to advertise their companies. By employing these strategies, they are expanding their business globally, and as a responsible student, one must keep an eye on new trends.

In addition to influencing company owners to employ ethical advertising methods, this research will assist people comprehend the thoughts of entrepreneurs. Utilizing the vertical housing concept is crucial for managing housing wants and making it environmentally sustainable. The majority of nations adopt this method to protect the environment. due to the fact that these concrete blocks are not environmentally safe. Future researchers will benefit from this study by being able to investigate all other components that are damaging nature, even those who seem begging but have destructive



Vol. 4 No. 3 (March)

objectives. It will assist students in learning how to view every new social trend critically. It will open the doors for students to research and enhance critical thinking.

Recommendations for Future Researchers

This study was thorough and exploratory; it will help future researchers figure out how to deal with certain environmental hazards associated to research. To determine the true image, they might be able to unearth the narratives behind various discourses. Additionally, I employed two models to address the research issues; going forward, researchers can use corpora as a research tool to discover tales based on lexical choices. Future researchers might choose more information on housing societies in Pakistan and other countries and compare them. Future research may be conducted in a variety of methods to improve the environment and eradicate the negative consequences of human activity.

Furthermore, this study might be expanded to different discourses to investigate how language influences ecological decisions and how people respond to nature. This study will help people comprehend that, unless they adopt a critical perspective, these company owners will continue to hurt the environment under the guise of appealing language choices. Vertical home development is an environmentally beneficial answer to housing demands. If ecolinguistics research is to have any significant influence, it must be conducted outside of academic institutions. In order to identify and disseminate good climate narratives, Stibbe (2015) encourages cooperation with activists and other climate-related experts.

The researcher will make the case that the ecolinguistic models developed by Kress and Leeuwen (2006) and Stibbe (2015) are useful for revealing the ecosystem's hidden narratives. Both can be used by future studies to determine the true objective of discussion and to help the environment. The growing demand for housing is being met in large part by housing organizations. People are engaged in the large-scale construction of housing societies in densely populated nations like Pakistan. The environment is impacted by these cultures' enormous growth. However, environmental hazards continue to go unnoticed. This study will assist in determining how these housing societies use language and posters to promote their eco-friendly image. Additionally, as this study will serve as a reference for future academics looking at prevalent societal practices that are detrimental to the environment.

REFERENCES

- Ain, Q., Ahmed, F., & Nawaz, M. (2021). An ecolinguistic analysis of linguistic discourses in advertisements frame stories to enhance their importance to replace natural products. *Humanities & Social Sciences Reviews*, 9(2), 150-159.
- Ain, Q., Ahmed, F., Ghilzai, S. A., & Asim, M. (2023). The erasure of nature becoming the new normal: An ecolinguistic analysis of Food products' commercial discourse of multinational companies. *Cogent Arts & Humanities*, 10(1), 2164405
- Chen, S. (2016). Language and ecology: A content analysis of ecolinguistics as an emerging research field. *Ampersand*, 3(1), 108-116.
- Crompton, T., & Kasser, T. (2009). *Meeting environmental challenges: The role of human identity* (Vol. 29). Godalming, UK: WWF-UK.
- Cunningham, C., Foxcroft, C., & Sauntson, H. (2022). The divergent discourses of activists and politicians in the climate change debate: An ecolinguistic corpus analysis. *Language and Ecology*.
- DHA. (2024, 4 14). *DHA Islamabad-Rawalpindi*. Retrieved from DHA Islamabad



Vol. 4 No. 3 (March)

Rawalpindi: <https://www.dhai-r.com.pk/>

Eisenstein, C. (2011). *Sacred economics: Money, gift, and society in the age of transition*. North Atlantic Books.

Fairclough, N. (1989). *Language and power* (Essex, Longman Group).

Fairclough, N. (1989). *Language and power*. London: Longman Group.

Franklin, E., Gavins, J., & Mehl, S. (2022). "I don't think education is the answer": A corpus-assisted ecolinguistic analysis of plastics discourses in the UK. *Journal of World Languages*, 8(2), 284-322.

Korten, D. (2006). From empire to earth community. *Development*, 49(3), 76-81.

Kress, G., & Van Leeuwen, T. (2020). *Reading images: The grammar of visual design*. Routledge.

Martin, M. (2021). *Ecological modernisation? An ecolinguistic analysis of German, Canadian and European techno-fix approaches to climate change* (Master's thesis, University of Waterloo).

Martin, M. (2021). *Ecological modernisation? An ecolinguistic analysis of German, Canadian and European techno-fix approaches to climate change* (Master's thesis, University of Waterloo).

Mliless, M., & Larouz, M. (2018). An ecolinguistic analysis of environment texts in Moroccan English language teaching textbooks. *International Journal of Research in Environment Studies*, 5(7), 103-116.

Mliless, M., Azzouzi, L., Hdii, S., & Handoko, H. (2021). Laymen's Narratives in Amouddou's Eco-documentary: An Ecolinguistic Analysis. *Jurnal Arbitrer*, 8(2), 131-147.

Napitupulu, L. H., Bako, E. N., Ars, N. R., & Zein, T. (2018). A multimodal analysis of advertisement of online marketplace Shopee. *KnE Social Sciences*, 452-460.

Norton, C., & Hulme, M. (2019). Telling one story, or many? An ecolinguistic analysis of climate change stories in UK national newspaper editorials. *Geoforum*, 104, 114-136.

Park, C., & Allaby, M. (2013). *A dictionary of environment and conservation*. Oxford University Press, USA.

Perangin-Angin, D. M., & Dewi, N. (2020). An ecolinguistic analysis of folksongs in endangered Pagu language. *SKASE Journal of Theoretical Linguistics*, 17(5), 175-191.

Routledge. Blackburn, S. (2005). *The Oxford dictionary of philosophy*. OUP Oxford.

Sinaga, M. (2020, October). An ecolinguistics analysis of Indonesian pop music lyrics on environment: A review of two nature songs. In *Journal of Physics: Conference Series* (Vol. 1655, No. 1, p. 012129). IOP Publishing.

Stibbe, A. (2001). Language, power and the social construction of animals. *Society & Animals*, 9(2),

Stibbe, A. (2001). Language, power and the social construction of animals. *Society & Animals*

Stibbe, A. (2012). *Animals erased: Discourse, ecology, and reconnection with the natural world*. Wesleyan University Press.

Stibbe, A. (2014). An ecolinguistic approach to critical discourse studies. *Critical discourse studies*, 11(1), 117-128.

Stibbe, A. (2015). *Ecolinguistics: Language, ecology and the stories we live by*. Routledge.

Stibbe, A. (2015). *Ecolinguistics: Language, ecology and the stories we live by*.

Town, B. (n.d.). *Bahria town*. Retrieved from Nahria town Krachi:



Vol. 4 No. 3 (March)

<https://bahriatown.com/>

Van Dijk, T. A. (1995). Aims of critical discourse analysis. *Japanese discourse*, 1(1), 17-28.

Van Dijk, T. A. (1998). Ideology: A multidisciplinary approach. *Ideology*, 1-384.

Van Leeuwen, T. (2006). Sound in Perspective. 2006) *The Discourse Reader*, 179-193.

Wikipedia. (2024, 6 4). *Defence Housing Authority*. Retrieved from Wikipedia:
https://en.wikipedia.org/wiki/Defence_Housing_Authority