Pragma-Multimodal Discourse Analysis of Environmental Slogans

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Abstract—One of the most effective ways to create awareness among people to care for the environment and keep it serene is framing slogans in images. This paper is a pragma-multimodal analysis of environmental slogans with images created on different social media platforms. It aims to discover the illocutionary act of each text and explore how each text cooperates with its image to create a comprehensive meaning. The dataset selected for this paper includes ten slogans with images. This paper was conducted qualitatively using a descriptive-analytical approach. Findings reveal that these slogans convey various illocutionary acts such as requesting, inviting, or asserting. Also, there is an inter-connectedness between the text and its image, which helps construct a successful meaning.

Index Terms—speech act, multimodal discourse analysis, slogans, semiotic components

I. INTRODUCTION

Words and semiotic resources such as images, gaze, and colour construct some texts. Such text is called multimodal. The analysis of these texts is called multimodal discourse analysis. Multimodal discourse analysis is based on systemic functional linguistics founded by Halliday. Multimodal discourse analysis, which flourished in the early 1990s, is a new hot spot in the discourse analysis field; thus, it has become the focus of Kress and van Leeuwen (1996, 2001) and O' Halloran (1999).

In a face–to–face conversation, people communicate using various cues other than spoken words, such as posture, clothes, facial expression, eye contact, the distance they sit or how they stand. All these work together to give the complete meaning of this communication. Similarly, written texts include not only linguistics but also images, texts, and colour in the modern day. A multimodal discourse analysis aims to detail the visual, audio, and linguistic features that create a semiotic whole (Jones, 2012, pp. 23-27).

The interest in various communication resources results from the ubiquity of sound, pictures, and video through TV, computers, and the internet (Iedema, 2003, p. 33). These texts are rarely made of words. They also include charts, graphs, and photographs. It is important that the producers of such texts don't arrange the diverse resources along with the writing on the text at random, but semantic purposes govern their arrangements (Royce, 2002). Even the typeface selected and the placement of paragraphs on a page can convey meaning.

The essence of multimodality is to gain beyond approaches where every semiotic mode is a potential meaning connected with the meaning of other modes, creating the meaning of the whole text. The meaning created performs various functions. Thus, one must integrate words with images, sounds, and colours to build a successful meaning when looking at these texts.

People can see different texts of this type, such as slogans, which contain linguistic and semiotic resources. A slogan is a word, phrase, or even a catchy sentence that is easy to read and remember. These slogans are tools for openly conveying ideas and capturing viewers' attention. They are of different types. One of them deals with the environment to show how it is essential to take care of this environment and keep it safe for all to continue life. If we misbalance the natural cycle of this environment, this will destroy the planet's life. The slogans selected for this paper consist of texts with inscriptions and images involving visual, gestural, and spatial modes.

This paper is a pragma-multimodal analysis of environmental slogans. It attempts to answer the following questions:
1- What is the illocutionary act of each text?
2- How do various resources such as words, images, and colours work together to build a complete meaning?
Aims of the Study
This study aims at:
1- exploring the illocutionary acts of each text.
2- finding out how various semiotic resources, such as words, images, and colours, work together and co-contextualize the meaning of the text.

II. LITERATURE REVIEW

A. Discourse Analysis

Discourse analysis is concerned with analyzing and studying the uses of language. Brown and Yule (1983) define discourse analysis as" how humans use language to communicate". Jorgensen and Philips (2002) define discourse analysis as the study of different patterns that people's utterances follow when participating in different social situations.

McCarthy (1991) states that discourse analysis is a wide-ranging and heterogeneous discipline that finds its unity in the description of language above the sentence and an interest in the contexts and cultural influences that affect language in use (p. 7). Thus, discourse analysis concentrates on the relationship between the linguistic form and its functions, considering that these discourses have different social uses and elements of contexts such as participants, place, time, topic or culture. All these are crucial in the interpretation of language in use.

B. Environmental Slogans

The term environment is derived from the French word environ, which means everything that surrounds us. It is a sum total of all the living and non-living elements and their effects on human life. While all living or biotic elements are animals, plants, forests, fisheries and birds, non-living elements include water, land, sunlight, rocks, and air. Thus, everything on Earth is part of the environment, whether living or non-living (Byjus https:// byjus.com).

The environment has various functions. It provides the supply of resources, sustains life, and enhances the quality of life. What is required is to take care of this environment. This is done by framing catchy slogans and publishing them on social media platforms as these slogans might affect others; their social effect might control others and reform how they recognize them (Castells, 2009). These slogans might consist of a text only or a text and image. Images might include photographs, diagrams, maps or cartoons. Images could have grammar of their own. Therefore, these environmental images are common in web pages that hold many ideas worldwide.

C. Speech Acts

The speech act is an act performed via a speaker's utterance, which affects the hearer. Speech act theory was first introduced by Austin in his book How to Do Things with Words. He divides speech acts into three categories:

1- locutionary act is the act of saying something that makes sense in language.

2- An illocutionary act is an act performed through the medium of language, such as stating, promising, or warning.

3- perlocutionary act refers to the authentic effect of a locution on the listener, such as convincing, persuading, or surprising.

According to Searle (1979), there are five categories of illocutionary acts. These are:

1- Representative (assertive): These speech acts are used to state what the speaker believes to be the case or not. Assertive speech acts involve suggesting, claiming, informing, and others.

2- Directive: This type of speech act gets the listener to do some action. Ordering, commanding, asking, or requesting are examples of directive speech acts.

3- Commissive: This kind is used when the speaker commits himself or herself to some future action, such as promising, offering, vowing, and others.

4- Expressive: This kind is used when the speaker expresses his psychological state, such as thanking, apologizing, welcoming, or refusing.

5- Declarative: In uttering a declaration, the speaker produces a new state of affairs, such as naming, declaring, or appointing.

D. Multimodal Discourse Analysis

Multimodality means the combination of more than one mode or means for successful communication. O' Holloran (2011) states that multimodal discourse analysis" extends the study of language per se to the study of language in combination with other resources, such as images, scientific symbolism, gesture, action, music, and sound". While language is the only means of communication, it is considered just one part of a multimodal ensemble from a multimodal viewpoint. Thus, as Baldry and Thibault (2006) state, the central point of multimodal discourse analysis is how various resources are combined in a certain social context for a specific communicative purpose. Kress and van Leeuwen (cited in Diyan & Dina) illustrate that images, text, and colour are design elements that serve as a sign system of knowledge of visual and viewer relationships.

Jewitt (2013) sees multimodality as an interdisciplinary approach derived from semiotic resources. He (2013, pp. 251-252) adds that meaning in the mode is interconnected with the senses formed by other modes to work together to communicate successfully. A relation between modes contributes to the construction of meaning. Kress (2010, p. 1) shows the benefits of each mode used within a multimodal discourse analysis as follows:

Using three modes in one sign - writing, image, and colour- also has real benefits. Each mode does a specific thing: the image shows what takes too long to read, and writing names that would be difficult to show. Colour is used to highlight specific aspects of the overall message.

Olivier (2021) mentions four levels of multimodality within a multimodal learning system:
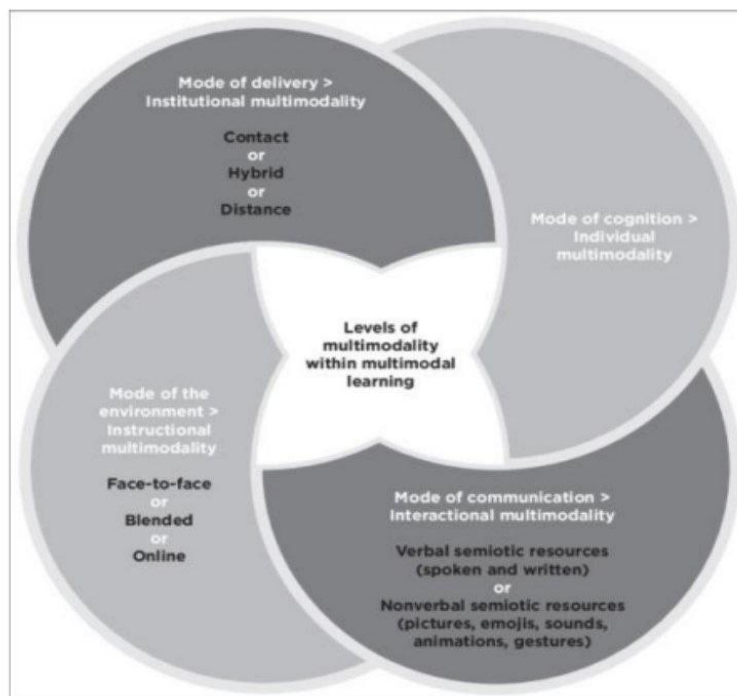
Figure 1. Levels of Multimodality Within Multimodal Learning

Each of these levels has certain resources. The one which is selected depends on what modes the given context contains. Interactional multimodality, which has linguistic and nonlinguistic elements, is preferred for analyzing environmental slogans to show how important the environment is with all its living and non-living elements.

According to Arola, Sheppard, and Ball (2014), there are five modes of multimodal communication.

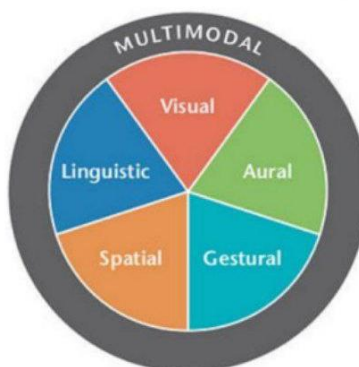- *Linguistic*
- *Visual*
- *Aural*
- *Gestural*
- *Spatial*

Figure 2. The Five Modes of Multimodal Communication Modes (Web Services, 2015)

This model is utilized in analyzing environmental slogans.

III. METHODOLOGY

The data are ten samples of environmental slogans that are put in text and images. These slogans express various perspectives about the importance of the environment; thus, one must put it as the central concern.

Olivier (2021) introduces four levels of multimodality within multimodal learning. One level, called interactional communication, incorporates verbal and non-verbal elements, is chosen. Depending on the context of environmental slogans, the analysis is done under the modal of Arola, Sheppard, and Ball (2014), which involves five modes. These are verbal, visual, gestural, aural, and spatial. The verbal mode is sub-analyzed according to Searle's taxonomy of illocutionary acts to determine which is dominantly performed. These are representative, directive, commissive, expressive, and declaration. Also, multimodal semiotic modes in the slogans are analyzed following how they construct a comprehensive meaning about the environment.

IV. DATA ANALYSIS

1-First Image

This image involves two modes: verbal and non-verbal. The verbal part begins with World Environmental Day. On this day, there is a celebration all over the world on the 5th of June every year to raise awareness about environment conservation, suggest ways to prevent any depleting picture of this environment and recognize the importance of ecology as a whole that carries on all forms of life.

The text holds the slogan of urging people to care for their life and environment. It reminds people of something bad that happened to the environment by mentioning the world (broken) because human beings encounter many bad events, such as the deadly COVID-19 virus. It has the illocutionary act of directive, inviting people forward to change the situation by forgetting all bad events, healing themselves from the wounds and taking care of this environment.

Combining this verbal part with this image's visual, gestural, and spatial parts makes more sense. The visual part is represented by colour, light, plant, spot, soil, and arms. The colour shows the side of life, which is green, and this triggers refreshment. The gesture of the hands holding the plant with soil indicates that it is precious and in front of people with a prominent position in the image. Thus, taking care of the plant is essential as it is one aspect of the environment. The adoption of orange to create inscriptions on the text distinguishes such slogans for viewers and reinforces the intention of these slogans. The verbal and non-verbal modes work together to give the complete meaning of the text. If the slogan is alone, the message will not be so significant as no one will take care of the image. Accordingly, the parts of the image and the text familiarize people with the need for environmental conservation.

2-Second Image

The second slogan is (let's go green as it makes the environment clean). This is another invitation to make the environment better for living. This slogan deploys directive illocutionary act to make the audience perform an action, which is environment safety and keeping it green for all because this is what is urgently needed. Going green refers to the knowledge, principles, and best practices that can help us protect and keep our environment clean and serene for us and future generations.

The slogan's adoption of green and orange colours emphasizes the importance of the environment and keeps it serene for all. In addition, these colours are signs of life. The other colour is white, which refers to the cleanliness of the buildings. Then, within the image is a small family with three members: a wife, a husband, and a child. Their life goes on peacefully since they take care of their environment. Thus, this nonlinguistic aspect cooperates with the linguistic one to enhance the message and motivate people to change the environment to be clean.

3-Third Image

The third slogan is about changing the climate, which is very rife in environmental campaigns. The verbal text of the image is (we have to change to save the world from climate change). This statement has the illocutionary act of ordering through the lexical item, which aims to keep people taking action for the environment. Humans are the main stakeholders in taking care of the environment. Using the verb save indicates that something dangerous must be saved from. The visual and spatial aspects of the text support this. The colour is green again in the apple, which lies on the .beach. This position attracts people's attention to see what this place looks like. The second colour is the grey of the sands, which is a sign of danger if one is not very careful about the environment. The colour and place of the text are more prominent and influential for the viewers. The combination of verbal, visual, and spatial aspects of the image gives a comprehensive and complete meaning.

4-Fourth Image

The deployment of directive illocutionary acts reinforces the importance of the environment. The lexical item Run is utilized in this slogan to make pungency to the need to be personally involved in taking care of the environment. It aims at urging people to help the environment. This triggers the sense of living in poor conditions. The environment needs help to be protected as it suffers from poor living conditions.

The image has a plant with a green colour that represents life and happiness. Inserting the buildings on the plants is a sign of life, showing that protection of the environment is a source for a better situation. Furthermore, the shape of the

water spout is another symbol of life that people need and must be protected. The complete sense of the image is revealed through combining these linguistic and nonlinguistic parts of the text.

  5-Fifth Image

The text is (let us do our small bit to make the world a cleaner and healthier. Happy World Environment Day). In the verbal mode, the text is a clear message urging people to care for the place in which they live. The text has the illocutionary act of asking people to protect the environment to be cleaner and healthier, and what is required is only a small effort.

The visual part, which urges people to read what is found inside the image, is represented by the green colour of the plants, which are still alive, as there are hands that take care of these plants; thus, they hold water droppings. More importantly, the text of the image is written in white to be more prominent and fascinating. The ground is purple, which activates the image of the coming spring. Consequently, the two parts work hand in hand to interpret the whole message.

  6-Sixth Image

To take care of the environment means to take care of all that it involves, whether living things such as plants, animals, birds or non-living things such as water, land, or rocks. Using the illocutionary act of assertiveness, the slogan informs the viewers that planting a tree is not a waste of time. Instead, it is a good act as trees are essential not only for the ecosystem but for our existence, too. They clean the air, they provide us with oxygen, and they absorb carbon dioxide. They also add beauty to our lands.

The visual part of the image is represented by the green colour of the plants, which may affect the physiological and emotional side, making us realize how a good act is to spend time with trees, such as giving them water by the gesture of the hands. Again, the text is written in a white colour to be distinguished. Such slogans (both verbal and visual parts) inspire us to take care of the whole environment.

  7-Seventh Image
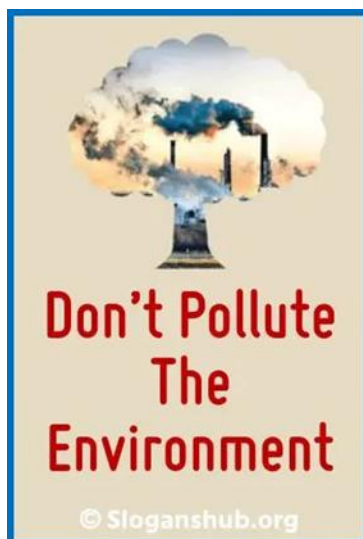
The verbal part of this image (Don't pollute the environment) focuses on another aspect that is also harmful to the environment, as it affects the lives of human beings and puts them at great risk. This aspect is called pollution, which means air, water, and soil contamination. Taking care of the environment involves not polluting it. This image has the illocutionary act of requesting people to stop pollution. If people encounter any problem, they have to find a solution, not a source of pollution, as there is only one Earth.

The non-verbal part of this image involves the text being written in red, which means there is something dangerous. This danger comes from chimneys releasing harmful pollutants into the air. These pollutants are black in colour as they hurt the health of humans, such as respiratory diseases.

8-Eighth Image

The verbal part of this image summarizes what the word environment means. It is our whole life as it provides us with everything we need: the air that we breathe, the food that we eat, the water we drink, and the land where we live. The illocutionary act of this image is informing people what the word environment means. It is our soul. , this protection is everyone's responsibility to increase the importance of protecting this environment.

What we need in this life is represented by the visual part of this image. Nature is essential in this life. Several trees that need water that comes from rain are found. There is an aeroplane which is used for inoculation of the sow. Everything in this image is part of the environment, and they are important for our lives. Thus, each one must do his/ her part to save the environment. Mixing colours creates something beautiful, which attracts the attention of viewers. The text is written in white to be prominent against the background, which is in blue. By indicating how the environment is our life through verbal and non-verbal aspects of the image, these slogans make people behave positively towards the environment.

9-The Ninth Image
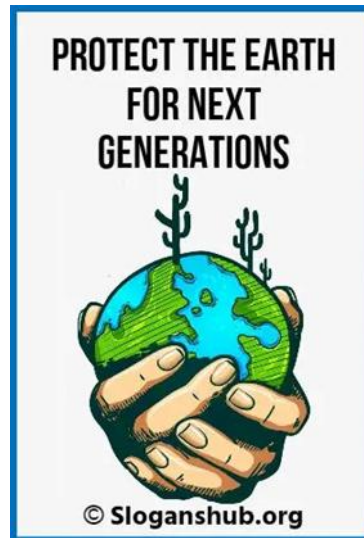
Taking care of the environment is necessary for our sake and the sake of generations that will come. This is shown through utilizing the directive speech act. Thus, all inhabitants must do what is required in all their efforts to save our planet, the Earth. The environments provide the necessary conditions for life that affect even future generations. Encountering many environmental problems, such as pollution, climate change, and deforestation, has long-term impacts on future generations. We cannot imagine our life without food or water, etc. A healthy environment will be beneficial for us and the generations that come.

The locution and its image are closely interrelated, which is reflected by the fact that such an act is rendered through visual and gestural aspects of the slogan. The slogan is written in black on a white background for prominence. There is a hand holding the planet. The gesture of the hand shows that you have one planet only, and you are obliged to take care of it and inspire change. It also shows how the environment is essential for us and future generations. Without necessary conditions, neither we nor future generations are going to survive.

10-The Tenth Image

Increasing awareness and caring for the environment is responsible for feeling relief and smiling. This is shown through the deployment of the Directive Speech Act. Thus, drinking clean water, breathing pure air, planting trees, etc., increase our energy and reduce illness. As a result, we will be proud of ourselves as we have one home, one planet.

Such meaning is manifested through the slogan's visual, gestural, and spatial aspects. The location of this image is written in a black colour on a background, which is in white. Below this location is a picture full of all the good aspects of a good environment. A duck is swimming in water, several trees are planted, and the sun is rising. This picture attracts the viewers to read the text and increases awareness about the importance of the environment. The text and its image work together to give the complete meaning of the slogan.

V. CONCLUSION

In the analysis of ten samples, the study has found that pragma-multimodal discourse analysis has an integral role in interpreting environmental slogans. Each of the modes has a complementary role and reinforces the role of other modes. That is, there is an inter-connectedness in meaning between the text and its image. Directive illocutionary act of the verbal mode in interactional multimodality is utilized dominantly. Such a result is natural as the directive requires the viewers to take care of the environment and put that issue as a central concern.

Each mode of nonverbal elements has its importance in a way that aids in grasping the texts easily. In addition, they add beauty to the texts, which attracts the viewers. Thus, all modes are combined together to create a successful meaning that makes it the responsibility of all to conserve the environment and avoid its depletion.

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