METAPHOR AND FRAMING IN CLIMATE REPORTING: AN ECOLINGUISTICS PERSPECTIVE

Thesis

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METAPHOR AND FRAMING IN CLIMATE REPORTING: AN ECOLINGUISTICS PERSPECTIVE

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I state that the thesis entitled **"Metaphor and Framing in Climate Reporting: An Ecolinguistics Perspective"** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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MOTTO

“Don't be afraid of failure, but be afraid of never trying.”

- Safril

DEDICATION

I dedicate this thesis to my beloved father and mother, who have always given their endless love, affection, and blessings to their children. I also dedicate this thesis to all my classmates, who have been willing to exchange ideas and provide unwavering motivation throughout this journey.

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ABSTRACT

Wahyu, Safril. (2025). *Metaphor and Framing in Climate Reporting: An Ecolinguistics Perspective*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang

Advisor : Zainur Rofiq, M.A

Keywords : *metaphor, framing, ecolinguistics, environmental news, The New York Times*

This research explores how The New York Times constructed environmental degradation in its 2021 climate reporting through metaphor and framing strategies. Using a qualitative descriptive method and the ecolinguistics framework proposed by Stibbe in 2015, this study analyzes ten news articles that discuss themes such as pollution, climate change, biodiversity loss, and environmental disasters. The findings show that The New York Times applies various framing techniques such as moral appeals, scientific authority, economic risk, political conflict, and personal responsibility to portray the climate crisis as urgent and complex. Metaphorical expressions such as sinking city, heat dome, devastation, and combat climate change are used to make abstract environmental issues more tangible and emotionally resonant. These metaphors fall into ecolinguistics categories such as destruction, motion, economy, health, morality, and recovery. The study concludes that both framing and metaphor in climate reporting are not neutral because they influence how readers perceive environmental problems, assign responsibility, and respond to the climate crisis.

ملخص البحث

بحث *.الاستعارة والتأطير في تقارير المناخ: منظور إيكولغويستيكي* .(2025) .وهيو، سافريل
تخرّج. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية
مالانج
المشرف: زينور رفيق، ماجستير
الكلمات المفتاحية: الاستعارة، التأطير، الإيكولغويستيكا، الأخبار البيئية، صحيفة نيويورك تايمز

تتناول هذه الدراسة كيفية قيام صحيفة نيويورك تايمز بتأطير قضايا تدهور البيئة في تقاريرها حول المناخ لعام 2021 من خلال استخدام الاستعارات واستراتيجيات التأطير. وقد استخدمت الدراسة منهجاً وصفياً نوعياً وإطاراً نظرياً إيكولغويستيكيًا اقترحه ستِبّي عام 2015، حيث تم تحليل عشر مقالات إخبارية تتناول موضوعات مثل التلوث، وتغير المناخ، وفقدان التنوع البيولوجي، والكوارث البيئية. كشفت النتائج أن صحيفة نيويورك تايمز اعتمدت عدة استراتيجيات في التأطير، مثل التأطير الأخلاقي، والسلطة العلمية، والمخاطر الاقتصادية، والصراع السياسي، والمسؤولية الفردية، لتصوير أزمة المناخ على أنها مسألة ملحّة ومعقدة. كما استخدمت الصحيفة تعبيرات مجازية مثل "مدينة تغرق"، و"قبة حرارية"، و"دمار"، و"مكافحة تغير المناخ" لجعل القضايا البيئية المجردة أكثر وضوحاً وتأثيراً عاطفياً. وتنتمي هذه الاستعارات إلى فئات إيكولغويستيكية تشمل الدمار، والحركة، والاقتصاد، والصحة، والأخلاق، والتعافي. وتخلص الدراسة إلى أن استخدام الاستعارات والتأطير في تقارير المناخ ليس محايداً، لأنه يؤثر في فهم القراء للمشاكل البيئية، وتحديد المسؤولين عنها، والاستجابة لها.

ABSTRACT

Wahyu, Safril. (2025). *Metafora dan Pembingkaian dalam Pemberitaan Iklim: Perspektif Ekolinguistik*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang

Advisor : Zainur Rofiq, M.A
Keywords : *metafora, pembingkaian, ekolinguistik, berita lingkungan, The New York Times*

Penelitian ini mengkaji bagaimana surat kabar The New York Times membingkai isu degradasi lingkungan dalam pemberitaan iklim tahun 2021 melalui penggunaan strategi metafora dan framing. Dengan menggunakan metode deskriptif kualitatif serta pendekatan ekolinguistik dari Stibbe tahun 2015, penelitian ini menganalisis sepuluh artikel berita yang membahas tema seperti polusi, perubahan iklim, kehilangan keanekaragaman hayati, dan bencana lingkungan. Hasil penelitian menunjukkan bahwa The New York Times menerapkan berbagai strategi pembingkaian seperti pendekatan moral, otoritas ilmiah, risiko ekonomi, konflik politik, dan tanggung jawab individu untuk menggambarkan krisis iklim sebagai isu yang mendesak dan kompleks. Ungkapan metaforis seperti kota yang tenggelam, kubah panas, kehancuran, dan memerangi perubahan iklim digunakan untuk menjadikan isu lingkungan yang abstrak lebih konkret dan menyentuh secara emosional. Metafora-metafora ini termasuk dalam kategori ekolinguistik seperti kehancuran, gerakan, ekonomi, kesehatan, moralitas, dan pemulihan. Penelitian ini menyimpulkan bahwa penggunaan metafora dan pembingkaian dalam pemberitaan iklim tidaklah netral karena memengaruhi cara pembaca memahami masalah lingkungan, menentukan pihak yang bertanggung jawab, dan merespons krisis iklim tersebut.

TABLE OF CONTENT

STATEMENT OF AUTHORSHIP 1
APPROVAL SHEET 2

LEGITIMATION SHEET **3**
MOTTO ..... Error! Bookmark not defined.
DEDICATION ..... Error! Bookmark not defined.
ACKNOWLEDGEMENT ..... Error! Bookmark not defined.
ABSTRACT **7**
ملخص البحث ..... **viii**
ABSTRAK ..... Error! Bookmark not defined.
TABLE OF CONTENT ..... Error! Bookmark not defined.
CHAPTER I ..... Error! Bookmark not defined.
INTRODUCTION ..... Error! Bookmark not defined.
A. Background ..... Error! Bookmark not defined.
B. Research Question **8**
C. Significance **8**
D. Scope and Limitation **8**
E. Definition of Key Terms **9**
CHAPTER II **10**
REVIEW OF RELATED LITERATURE **10**
A. Ecolinguistics **10**
1. Aspect of ecolinguistics by Stibbe **13**
a. Ideologies and Discourse **13**
b. Frames and Framing **15**
c. Metaphor **19**
1. Nature is competition **20**
2. Nature is machine **20**
3. Nature is an organism **21**
4. Nature is a person **21**
5. Nature is a web **22**
6. Nature is a community **22**
d. Evaluation and Appraisal pattern **23**
e. Identities **24**
f. Conviction and Facticity pattern **25**
g. Erasure **26**
h. Salience and Reminding **27**
B. Metaphor in echolinguistics perspective **28**

C. Environmental issue in Mass Media **29**
CHAPTER III **31**
RESEARCH METHOD **31**
A. Research Design **31**
B. Research Instruments **31**
C. Data and Source **32**
D. Data Collection Techniques **32**
E. Data Analysis Techniques **32**
CHAPTER IV **34**
FINDINGS AND DISCUSSION **34**
4.1. Findings **34**
1. The Textual Framming of environmental degradation in the New York Times Newspaper 2021 ..... **34**
2. The Metaphor used in writing environmental degradation in the New York Times newspaper 2021 ..... **69**
4.2. Disccussion **78**
CHAPTER V **84**
CONCLUSION AND SUGGESTION **84**
1. Conclusion **84**
2. Suggestions **85**
REFERENCES **87**
CURRICULUM VITAE **91**
APPENDIX **92**

CHAPTER 1
INTRODUCTION

In this chapter, the researcher discuss several aspects. First, the background of the study will be presented, including the topic being studied. In addition, the researcher will address the problem of the study, the

significance of the study, the scope and limitations, as well as the definitions of key terms.

A. Background of the Study

Environmental degradation has become one of the most pressing global concerns of the twenty first century, frequently reported in both international and national media. Rising temperatures, extreme weather events, and resource depletion are not only environmental challenges but also linguistic ones, as the media plays a crucial role in shaping public perception of these crises. Ecolinguistics, as proposed by Stibbe (2015), offers analytical tools to examine how language reflects and reinforces environmental ideologies. This study adopts Stibbe's framework to investigate the textual and metaphorical framing of environmental degradation in The New York Times newspaper published in 2021. For instance, The New York Times reported that the UK heatwave, attributed to climate change, resulted in record breaking temperatures as high as 104.5 degrees Fahrenheit in July 2022 (Zhong, 2022). In the same vein, BBC News highlighted that the UK's sea level has risen by approximately 16.5 centimeters since 1900, with the most significant changes occurring in recent decades (Rannard, 2022). Meanwhile, The Jakarta Post warned that Asia's largest cities are facing severe water insecurity, as existing supplies fail to meet growing demand, a condition worsened by recurring extreme weather such as droughts and floods (Babel et al., 2020). These alarming reports demonstrate that environmental degradation is among the many consequences of globalization.

The intensifying global competition across sectors such as industry, science, and technology has accelerated environmental degradation. As globalization continues to evolve rapidly, it inevitably contributes to ecological harm, influencing the availability of natural resources and the sustainability of ecosystems. According to Zaidi et al. (2019), globalization has direct consequences for the environment, resulting in the depletion of resources and increasing strain on ecosystems. Van der Linden (2015) further argues that the more humans exploit the Earth, the more they alter its natural structure and function. These observations indicate the deteriorating state of nature, shaped by unchecked industrial and economic ambitions.

In light of these global patterns, the current state of the environment is becoming increasingly perilous. Rajendran (2010) noted that the twenty first century presents significant environmental challenges, including the depletion of energy resources and raw materials for future generations. The Intergovernmental Panel on Climate Change predicts that global warming will lead to the melting of ice sheets, flooding cities such as Miami, Dhaka, Shanghai, and Hong Kong by the year 2050 (Wallace Wells, 2018). By 2018, nearly seventy five percent of the Earth's surface was reported to be damaged, putting around 3.2 billion people at risk. This widespread degradation not only contributes to the creation of polluted zones and barren deserts but also accelerates the extinction of various species. The United Nations forecasts that this trend will continue to worsen by the year 2050 if meaningful interventions are not implemented (Baher, 2017). These developments

confirm that environmental degradation is both a local and global threat, with serious implications for biodiversity and human well-being.

These figures underscore the urgency of addressing climate change through both environmental and linguistic strategies. Against this backdrop, ecolinguistics has emerged as a critical perspective for examining how language shapes public understanding of ecological issues. Climate change, a core aspect of environmental degradation, threatens basic human needs such as food, health, and shelter. McMichael (2001) projected that over the next fifty years, global food demand will more than triple, while climate related disasters such as floods, heatwaves, and hurricanes will increasingly displace populations. Clement et al. (2021) estimated that climate change might force approximately 143 million people to relocate by the year 2050. In 2019 alone, around 24.9 million individuals were displaced across 140 countries due to disasters caused by climate factors. Climate change has also emerged as one of the most significant public health concerns of the current century, with rising temperatures contributing to dehydration, kidney disease, head trauma, and impaired cognitive development. The World Health Organization anticipates that between the years 2030 and 2050, climate change could cause around 250,000 deaths per year globally (Goshua et al., 2021). These alarming projections highlight the need for interdisciplinary approaches to understanding and addressing environmental crises, including through linguistic analysis.

Building on this perspective, this study is not the first to examine environmental degradation using an ecolinguistic lens. Previous studies have

employed similar theoretical frameworks and qualitative approaches to analyze how language constructs, manipulates, or distorts environmental discourse. These prior works form an essential basis for comparative reflection in order to clarify the novelty and contribution of the present analysis on environmental degradation in *The New York Times*.

One prominent study was conducted by Yuniawan et al. (2017), who explored eco-linguistics as a framework for understanding green discourse. Drawing data from *Kompas* and *Suara Merdeka*, they examined how language shapes ideological, sociological, and biological meanings in environmental reporting. Their research demonstrated how critical eco-linguistics can reveal the embedded values in news discourse, a foundational insight for subsequent investigations. A related work by Yuniawan (2017) further expanded on this by highlighting how language in green discourse directly influences environmental attitudes and behavior. His findings suggest that linguistic representation is not merely descriptive but prescriptive, shaping how people perceive and interact with ecological realities.

Building upon this direction, Nasir et al. (2022) focused on the media's role in constructing climate change narratives. They observed that framing, emphasis, and metaphor play significant roles in creating compelling messages in environmental advertisements. Their analysis emphasized how media discourse, driven by language strategies, can either support or obscure ecological concerns. Similarly, Dewi (2020) analyzed public signage in Sidoarjo Regency and discovered ideological, sociological, and biological underpinnings in lexical items found in parks, cemeteries, homes, and other

public spaces. These two studies underscore how everyday linguistic elements encode environmental values and assumptions.

In a slightly different trajectory, Prastio et al. (2021) examined lexicons embedded in *batik* and *tapis* motifs in Lampung. Their findings, which categorized environmental elements into biotic and abiotic components, show how traditional art reflects ecological awareness. Although the study focuses on material culture rather than media texts, the analysis remains relevant to eco-linguistic inquiry by showing how language and meaning are grounded in local ecological relationships.

Another comparative point comes from Mliless and Azzaozi (2020), who explored environmental discourse in Moroccan eco-documentaries. They analyzed scientists' narratives and found that expressions of fear and perceived vulnerability serve persuasive functions in raising ecological awareness. Similarly, Ebim (2016) employed Eco-Critical Discourse Analysis to investigate media representations of oil spills in Ogoniland. The study revealed how texts are strategically constructed to convey ideological stances and potentially manipulate public perception, echoing concerns raised in this study regarding euphemism and dysphemism.

To further situate the present study, it is important to acknowledge comparative perspectives on how *The New York Times* has been explored in previous discourse studies. For example, Mirfa (2018) examined metaphorical expressions in the newspaper's political headlines, showing how metaphors frame conceptual understanding. While this research did not focus

on environmental topics, its findings affirm that *The New York Times* consistently uses linguistic strategies with ideological implications. In another study, Matthew (2021) investigated depictions of the environment in *Things Fall Apart* from an eco-linguistic perspective. Though literary in focus, the study contributes insights into how texts reflect human relationships with nature. Lastly, Nazish (2022) analyzed Greta Thunberg's speeches using eco-linguistic analysis, identifying metaphor, irony, and emotionally loaded expressions as powerful tools for influencing public ideology about climate change.

In light of these prior studies, the present research contributes a more focused eco-linguistic analysis of environmental degradation in *The New York Times*, which has rarely been examined through this theoretical lens. While previous investigations have addressed the paper using Critical Discourse Analysis (Abdullah, 2008; Musdiawardhani, 2016) or journalism theory (Amenta et al., 2009; Busher & Hoffner, 2006), few have applied Stibbe's (2015) framework to uncover the patterns of linguistic erasure, framing, and ideological positioning in reports on ecological damage.

Theoretically and methodologically, this research reinforces the applicability of Stibbe's (2015) eco-linguistic approach for dissecting mainstream media texts and highlights the persistent use of euphemistic language to obscure ecological harm. It also confirms Degaf et al.'s (2023) observation that euphemism and dysphemism in media discourse not only soften or intensify meanings but strategically influence public perception. However, in contrast to Degaf et al. who analyzed national media such as

CNN Indonesia and *Kompas*, this study examines an international outlet, thereby adding a global dimension to the conversation and extending the geographical scope of eco-linguistic critique.

This study provides theoretical implications by demonstrating that environmental degradation is often normalized through discursive strategies that erase human accountability. This invites further inquiry into how media language can support or hinder ecological consciousness. Methodologically, the research underscores the value of combining eco-linguistics with detailed linguistic analysis to identify frames, metaphors, and narrative strategies. Practically, the findings suggest the need for critical media literacy programs that empower readers to detect ideological bias in environmental reporting and call for journalistic ethics that prioritize ecological integrity in language use.

B. Research Question

In accordance with the aforementioned rationale above, this study attempts the answer the following question:

1 How is environmental degradation textually framed in the New York Times newspaper in 2021?

2 How are metaphors used in the representation of environmental degradation in the New York Times newspaper in 2021?

C. Significance of the Study

In this study, the researcher focuses on environmental degradation depiction in The New Yorks Times newspaper based on eco-linguistic theory by Stibbe (2015). As a result of this study, the researcher hopes to develop knowledge. This study's significance practically enriches the understanding of how the eco-linguistics can unveil the meaning of the newspaper especially in The New York Times. The researcher hopes this study is important to provide an overview of how news is frammed by the writer by using metaphor.

D. Scope and Limitation

This study is limited to the analysis of environmental degradation news published by The New York Times in 2021. This study focuses on textual analysis using Stibbe's (2015) eco-linguistic framework, especially the concepts of metaphor and framing. The restriction's description forms the boundaries of the topic area addressed by this research. Environmental degradation is the focus of this study. This study focuses on environmental degradation news depiction in newspapers, especially The New York Times. This study focuses on eco-linguistics study based on theory, which was brought by Stibbe (2015) in the concept metaphors and framing and frames.

E. Definition of Key Terms

To avoid misunderstanding what is discussed in this study, the researcher provides essential definitions in this study. Some terms are defined as follows below:

1. Metaphor: metaphor is a type of framing in which abstract concepts are understood through more concrete or familiar terms. In environmental discourse, metaphors shape how people conceptualize and respond to ecological issues.

2. Eco-linguistics: Eco-linguistics is the study of language in relation to each other and with various social factors. Also known as language ecology or eco-linguistics. It investigates how language use can reflect, support, or challenge ecological values and environmental ideologies (Stibbe, 2015).

3.. Environmental Degradation: Environmental degradation is the deterioration of the environment through depletion of resources such as quality of air, water and soil, the destruction of ecosystems, habitat destruction, the extinction of wildlife, and pollution.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter is a review of related literature. The literature review elaborates on an overview of a certain subject in order to offer the relevant literature on the concepts related to the studies. The research theory is eco-linguistics approach to examine environmental degradation in The New York Times newspaper.

A. Eco-linguistics

Eco-linguistics is an interdisciplinary approach that explores how language shapes human interactions with the environment, and how linguistic choices can either support or threaten ecological sustainability (Stibbe, 2015). Essentially, eco-linguistics can investigate more broad linguistic patterns that impact how individuals think about and handle the planet. On the other hand, eco-linguistic the study of how language shapes, nurtures, influences, or destroys interactions between people, living situations, and the environment (Yuniawan, 2017). Eco-linguistics is often referred to “green discourse” to explain eco-linguistics (Alexander & Stibbe, 2014). Eco-linguistics clearly blends ecological with linguistics, two seemingly unrelated subjects. The disconnect exists only if ecology, the study of animals' interactions with one another and with their physical surroundings, fails to view humans as creatures (Chen, 2016).

An all-encompassing perspective would be that ecology includes human interactions with each other, other creatures, and the physical

environment. Thus language is significant to the extent that it influences how humans interact with one another, with other animals, and with the environment (Stibbe, 2015). This does not argue that every investigation of language's role in establishing connections is eco-linguistics; there is another important part of ecology that must be present. Ecologists investigate relationships that are more than merely insignificant interactions between species and their surroundings; they explore relationships that support life (Fill & Muhlhausle, 2004). In the same way that medical research is normatively oriented toward illness prevention and individual person survival, ecology is normatively oriented toward not only towards understanding but also maintaining the ecosystems on which life depends. This is very much the spirit in which much eco-linguistics is conducted, and there is no reason why the normative emphasis toward conservation, preservation, and development of life-sustaining systems should be less scientific or evidence-based rather than medical research.

However, eco-linguistics encompasses a lot more than it. To begin, there are several techniques, each with its own set of objectives, and procedures. Second, the study extends far deeper than simply commenting on particular texts like commercials or nature books. Eco-linguistics can investigate more broad linguistic patterns that impact how individuals think about and handle the planet (Stibbe, 2015). The correlation between ecology and language is the way people treat each other and the natural environment. Language modeled our thoughts, ideas, conceptions, worldview, and ideologies which influence the environment. Economic systems are

constructed by language, and when those systems are perceived to cause tremendous misery and ecological harm, they are rejected and other forms of economics are created through language. Consumerist identities and lives oriented toward accumulation are established via language, and it is through language that consumerism is rejected and individuals are driven to 'be more rather than have more (Stibbe, 2015). Thus, all the reasons above the researcher uses the eco-linguistics as the main theory to investigate the environmental degradation in the New Yorks Times newspaper 2021.

Some experts have attempted to define “eco-linguistics”. According to Stibbe (2015), the term 'eco-linguistics' has been used to cover studies about the interaction and variety of languages; studies on environmental texts like signposts; environmental text analysis; studies of how words in a language connect to items in the local environment; studies of mix language around kids in multicultural schools; studies of dialects in specific geographical places, and other topics. Meanwhile, Steffensen & Fill (2014) describe eco-linguistics is a scientific endeavour that seeks to comprehend the complexity of what we call language while also attempting to extend beyond the scientific community by increasing awareness of the relationship between discursive activities and ecological damage.

Furthermore, LeVasseur (2015) defines eco-linguistics as a new topic of research within the social sciences that has ramifications for all areas of knowledge creation. Since its inception in the area of linguistics in the early 1990s, it has signified different things to different researchers, and it still lacks a consistent self-definition to this day. Fill & Muhlhausle (2004) also define

eco-linguistics as the study of language interactions with it's surroundings The notion of environment may direct one's attention first and foremost to the referential world for which language serves as an index.

From all the definitions above, we can draw the conclusion that eco-linguistics is a theory related to language with the surrounding nature. The purpose of eco-linguistics itself is to express the depiction of nature in writing. In addition to the term eco-linguistics, the term "eco" developed into several terms and theories including; ecocriticism by Garrard (2011), ecopoetics (Knickerbocker, 2012), ecofeminism (Adams & Gruen, 2021), ecopsychology (Fisher & Abram, 2013), and the theory has been using by the researcher i.e eco-linguistics (Stibbe, 2015).

1. Aspect of eco-linguistics by Stibbe

According to Stibbe (2015), ecolinguistics includes eight analytical aspects: (1) ideologies and discourse, (2) frames and framing, (3) metaphor, (4) evaluation and appraisal, (5) identities, (6) conviction and facticity, (7) erasure, and (8) salience and reminding. These are explained in the following subsections.

a. Ideologies and Discourse

Fairclough (2013) state in his book entitled *Critical discourse analysis the critical study of language*:

> Discourses not only represent the world as it is (or rather is seen to be), they are also … imaginaries, representing possible worlds that are different from the actual world, and tied in to projects to change the world in particular directions (Fairclough, 2013).

Discourses are the standardised ways in which certain groups of people in society employ words, pictures, and other kinds of representations. Members of organizations, whether economists, magazine journalists, environmentalists, farmers, or naturalist writers, share a common style of speaking, writing, or developing visual elements that characterize the group. These include word choices, grammatical choices, presupposition patterns, and other language elements that, crucially, work together to present a specific 'story' about the world. Critical discourse analysts refer to these ‘stories' in a variety of ways, such 'perspectives on the world (Fairclough, 2013).

In this book, the story that underpin discourses are referred to as 'ideology,' which is defined as the belief system held by members of specific groups in society about how the world was, is, will be, or should be. This is not to argue that the ideas are owned solely by members of the organizations. In many circumstances, the groups want their stories to expand out into the greater society and become the standard way that people think about a certain topic. Ideologies are cognitive in the sense that they exist in the minds of individuals but are also shared by a community. Meanwhile, Van Dijk (2011) defined ideologies as "beliefs held by and spread throughout (the minds of) group members."

The question in eco-linguistic study of an ideology is not whether it is true or false, but whether it motivates people to maintain or destroy life-supporting ecosystems. With no objective criteria for judging whether an ideology is good or detrimental, eco-linguists actually examine whether an ideology fits into or interferes with their ecosophy. For example, the ecosophy in this book argues for a global reduction in consumption reduction and redistribution from wealthy to poor, therefore a tale in which affluent nations compete with poorer ones to create a larger economy contradicts this ecosophy. Furthermore, The most significant discourses to fight in Eco linguistics are those that impart beliefs that strongly contradict many elements of ecosophy, i.e. are seen to have a role in ecological devastation and are widely promoted.

b. Frames and Framing

Frame, framing, and reframing are terms derived from a variety of academic areas, including sociology, artificial intelligence, cognitive science, and linguistics. They are especially important in eco-linguistics since the idea of framing is commonly employed by organizations and people striving to effect social change. The UK government and non-governmental organizations (NGOs) have utilized a framing technique to investigate and advise on the dissemination of biodiversity concerns, sustainability, environmental degradation, prosperity, and a variety of other social and environmental challenges (Stibbe, 2015). Meanwhile, Lakoff (2006) in his book entitled *Thinking points: Communicating our American values and*

vision defines frames and framing as mental constructs that enable us to comprehend reality- and occasionally to create what we believe to be reality.

Academics in various fields, those in the same discipline, and occasionally even the same author use the term frame in a number of ways. There are other related concepts that have similar meanings to 'frame,' such as 'schemata,' 'idealised cognitive models,' and 'scripts.' The definitions that follow simplify and combine a variety of concepts and terminology:

- *A frame* is a story about a certain aspect of life that is triggered by specific trigger words.
- Using stories (frames) from one area of life to organize how another area is conceptualised is known as *framing.*
- The act of framing an idea in a way that differs from its conventional framing in a culture is known as *reframing.*

Furthermore, Hulme (2009) argue about climate change and environmental degradation framing in his book entitled *Why We Disagree about Climate Change: Understanding Controversy, Inaction and Opportunity* as follows:

> Framing climate change as a failure of markets, for example, implies that it is market entrepreneurs, economists and businesses that need to take the lead in 'correcting' the failure. Framing climate change as a challenge to individual and corporate morality, on the other hand, suggests that very different cohorts of actors should be mobilised (Hulme, 2009).

From the above understanding it can be concluded that *framing* is the use of frames to structure a certain area of life simply by using a tagline that defines the region. It is the imposition of a tale from one aspect of life to

another. Meanwhile, *Reframing* gives a fresh structure for conceptualizing a life area that has traditionally been structured in a specific way. The terms *'reframe*' and 'let's reframe sustainability' are used directly in the two instances that introduced this chapter.

To clarify the concept of framing and frames that will be used in answering the research questions in this study, the researcher includes examples of analysis on discourse texts that have been carried out by Blackmore and Holmes (2013). They examined conservation NGOs internet materials and discovered that safeguarding nature was placed in a transactional context, with trigger phrases like ‘discount’, ‘customer’, and 'shopped' as follows:

> “We were told we could *‘save nature’* while we shopped, and offered 10% dis- counts as if the natural world were any other consumer good. We were even called ‘valued customers’ outright. The Transactional frame presented conservation organisations as a business, selling a product (conservation) to a customer (members of the public)”

From the news above, they strongly opposed viewing nature protection as a business transaction because it perpetuates the self-centered, consumerist frameworks that underlie environmental degradation in the first place. Another instance, Without mentioning frames, the following Boston Globe articles conjures a national security frame by using the phrases "military" and "security threat":

> “America’s top military officer … provides an unexpected answer when asked what is the biggest long-term security threat in the Pacific region: climate change. ‘If it goes bad, you

> could have hundreds of thousands or millions of people displaced and then security will start to crumble pretty quickly."

The phrase above 'unexpected' indicates that climate change or environmental degradation is a security threat is a reframing, that is, it contradicts how climate change is usually presented. Frames, like discourses, may be critically examined using ecosophy. In the previous example 'let's reframe sustainability', Virgin Earth Problem's Director advised to reframe sustainability as a 'supply chain challenge' since 'business is adept at offering people what they want.' According to ecosophy, the use of a commercial frame for sustainability might be criticized because it does not necessarily contribute towards a reduction in consumption with matching economic redistribution.

Analysing framing and frames from an eco-linguistic standpoint entails first identifying the source frames and target domains. A target domain is the overall topic being discussed, whereas the source frame is another aspect of life that is called to mind by trigger words. Nature is a resource might be regarded as an ubiquitous story-we-live-by since it frames nature as a resource. Resisting this framing and paving the way for more helpful framing is a monumental effort, but one that eco-linguistics may help with via methodical examination of frames and their intricate workings. From the theory that has been described by the researchers in the frame and framing subsection, the researcher uses the framing aspect in the eco-linguistic theory by Stibbe, (2015) to answer the second research question.

c. Metaphor

We need to underline that the theory of metaphor and frames are different concepts. Metaphor has been explored conceptually since at least Aristotle's time, although 'framing' is a relatively new notion that emerged in the 1970s in artificial intelligence, cognitive science, and linguistics (Semino et al., 2016). Metaphors shape how distinctly identifiable spheres of life are conceptualized using a framework of concrete, concrete and possible spheres of existence (Stibbe, 2015). Climate discourse is rife with metaphor. Greenhouses and hothouses, holes and atmospheric blankets, drains and sinks, flipped and flashing switches, conveyor belts, and even bungee jumpers hooked to fast roller coasters are all available.

In general, metaphor analysis entails identifying the source frame and target domain, then determining which components of the source frame are transferred onto the target domain (through textual cues). It is therefore feasible to analyse the benefits and drawbacks of potential reasoning patterns that may result from the application of the metaphor. What matters most in eco-linguistics is whether metaphors are damaging, ambiguous, or advantageous from the standpoint of eco-sophy. Stibbe (2015) divides the types of natural metaphors in eco-linguistics into several parts including; nature is a competition, nature is a machine, nature is an organism, nature is a person, nature is a web, and nature is a community.

1). **Nature is a competition**

The metaphor of nature is a competition promotes neoclassical economics' idea that humans are naturally greedy and exclusively concerned in maximizing their personal enjoyment. It minimizes the importance of collaboration and mutual benefit in meeting needs in ways that protect the systems that sustain life. Both 'progress' and 'competition,' according to Larson (2011), are "strong, ideological metaphors that legitimize how humans act in respect to the natural world and toward one another." It is thus critical that we reconsider them for long-term socio-ecological sustainability'. Later, he says, "By balancing corporate liberalism with a more cooperative vision, we may establish ourselves more firmly on the road of sustainability" (Larson, 2011).

2). Nature is a Machine

Nature is a machine is another metaphor that is commonly seen as detrimental. Nature or the globes are represented by numerous machines, such as a clock, a factory, a computer, or a spacecraft. The first issue with the metaphor is that machines are made up of individual pieces that may be repaired or replaced without having to examine the system as a whole. Nerlich & Jaspal (2012), analyzed geoengineering metaphors found in a variety of periodicals. They discovered terminology like 'turning down the global thermostat,' 'fixing our atmosphere,' 'fix the climate,' 'technical fix,' 'toolkit,' and 'tool-box,' which depict the climate as an item, such as a car, that can be mended or repaired using technology tools... Climate change is

portrayed as simple or normal, and as something that scientists and engineers can do.

3). Nature is an Organism

The Nature is an organism metaphor, which may also take numerous forms, is one step away from machine analogies. The idea of 'ecosystem health' or 'ecosystem medicine' is the most vague. The goal of ecological medicine is to establish a "systematic approach to the preventive, diagnostic, and prognostic elements of ecosystem management". Because organisms exist as systemic wholes with the ability to ‘self-repair’, as opposed to machines, which are assemblages of repairable parts that require intervention to be 'fixed,' this might potentially lead to a more complex approach to dealing with ecological concerns (Stibbe, 2015).

4). Nature is a Person

Nature is a person is a more precise manifestation of nature is an organism. This metaphor is frequently used by James Lovelock, the creator of Gaia theory: "I often think of Gaia as if she were an old lady of approximately my age... she has already lived about 88% of her life" (Schneider et al., 2004). According to (Romaine, 1996), the Gaia metaphor is "an anthropocentric view since it places people at the center of everything," although other commentators are more optimistic. According to Stibbe (2015), "personifying the planet means that it has inherent value and that its interests as a whole are

worthy of human regard." It is to be welcomed for promoting a feeling of regard for life in this way.

5). Nature is a Web

Nature is a web is a metaphor that includes humanity inside nature. Humanity has not created the web of life. We are only one thread in it. What we do to the internet, we do to ourselves. Everything is interconnected. Whatever its origins, the significance of nature is a web is that it carries the metaphorical implication that "people are one component of a larger ecological system and have the duty to comprehend their influence on the many components of the larger system" (Stibbe, 2015).

6). Nature is a community

Nature is a community is a comparable metaphor that may be used to position people inside nature when they are shown as part of a community. All existing ethics are based on his one premise: that the person is a part of a society of interconnected elements. His impulses tell him to strive for a position in that community, but his ethics tell him to collaborate... The land ethic simply broadens the community's bounds to encompass soils, waterways, plants, and animals, or the land as a whole. Garrard, (2011) criticizes this metaphor for its inability to distinguish who and what falls within or outside the biotic community: 'If the community cannot be correctly defined, and the ideal stable state for it cannot be determined, neither

"integrity" nor "stability" are the objective requirements we require for moral behaviour.'

These metaphors, as categorized by Stibbe (2015), show how language shapes ecological worldviews, either reinforcing or resisting ecologically destructive ideologies.

d. Evaluation and appraisal pattern

Evaluations are people tell themselves about whether something in their lives is good or poor. Appraisal patterns are groups of linguistic elements that come together to label a certain aspect of life as excellent or poor (Stibbe, 2015). Language analysis may disclose the underlying evaluations - the tales in people's heads - and expose them to questioning and challenge. There are explicit assessment items like good, right, incorrect, or awful, as well as implicit phrases with positive or negative connotations like new, natural, or clever. Unhappy, unsatisfied, underappreciated, messy, disillusioned, inconsiderate, or inconvenient are all examples of morphologically marked words containing un, in, or dis. Most of the time, marked words (such as unhappy) are negative, whereas their unmarked counterparts (such as cheerful) are positive. Even when no morphological marking is used, there are several pairs of opposing terms that might cause positive/negative assessment, such as'more/less,' 'big/small,' 'tall/short,' 'high/low,' 'growing/shrinking,' 'up/down,' 'ahead/behind,' and 'forwards/backwards.'

Eco-linguistics can explore evaluations using appraisal theory. Appraisal theory is concerned with "how writers/speakers praise and disapprove, excite and hate, acclaim and criticize, and position their readers/listeners to do the same." An important topic is how assessment patterns across a text produce a tone or mood. This notion is known as a 'prosodic pattern of appraisal options,' or an appraisal pattern.

e. Identities

An identity is a narrative that people have in their heads about what it means to be a specific type of person, incorporating traits like look, personality, behaviour, and beliefs. Meanwhile, a person's self-identity is an evolving narrative they share with others about the type of person they are (Stibbe, 2015). Eco linguistics may thus explore how language in society creates environmentally damaging identities, how books such as The Ecology of Commerce might assist people in resisting these identities, and what other, more ecologically helpful options for re-imagining self exist.

Identities may be investigated by investigating how texts in society establish labels (subject positions) for certain types of persons and imbue these people with specific features, beliefs, or behaviour. These writings do not only describe pre-existing identities; they also play a role in the establishment, construction, and maintenance of those identities across time. In other words, texts create and maintain a mental picture of the types of individuals that exist in society (Stibbe, 2015).

Although identities are models in people's thoughts, they also take the form of certain ways of speaking, writing, wearing, and acting. If individuals embrace certain identities, i.e., the hungry consumer identity and comply to the mental model of what that sort of person says and does, they may support behaviours that are ecologically damaging. Different identities, on the other hand, could motivate individuals to act in a way that helps safeguard the systems that support life.

f. Conviction and facticity pattern

According to Stibbe (2015) Convictions are beliefs one has concerning the accuracy, certainty, uncertainty, or falsity of a given description. Additionally, facticity patterns are collections of language strategies that are used to portray statements as certain or true or to disprove them as uncertain or untrue. Ecolinguistics may examine texts to see how they support or contradict essential descriptions that are vital for humanity's future, such as "climate change is driven by people." What matters are bigger patterns that span over an entire text or numerous texts, rather than single sentences that build up or undermine facticity. These bigger patterns have the capacity to impact people's beliefs.

A variety of fields, including discursive psychology, scientific sociology, political discourse analysis, and more general discourse analysis, have investigated facticity in valuable ways. Fact patterns have been studied primarily in the context of climate change within eco-linguistics. This is undoubtedly a major issue in terms of the scope and intensity of the debate

and its social and ecological implications. There are other areas, though, that have been explored. According to Harré et al., (1999) Examine how a British Nuclear Fuels brochure features two distinct "voices"—one from the nuclear business itself and the other from its detractors in the environmental movement. They believe that the environmental movement's voice is misrepresented as being "unreliable, overconfident, and without the power to declare things with the authority of science" (Harré et al., 1999). The nuclear business is portrayed as having "an unassailable right to make prophecies and to be trusted," according to the opposing viewpoint. Only one [voice] has the authority to speak on the risks and prospects for nuclear power (Harré et al., 1999).

g. Erasure

According to Stibbe (2015), Erasure is a tale that individuals tell themselves that a certain aspect of life are worthless or not worthy of notice. Meanwhile, an erasure patterns are the verbal portrayal of a certain aspect of life as irrelevant, minor, or inconsequential through its systematic omission, emphasis, or distortion within the texts. Erasure, of course, is inherent in the very nature of discourse. Texts and discourses are always imperfect when it comes to representing and constructing parts of social life, assembling parts together into compositions and omitting whole universes of other aspects. The idea of erasure becomes significant only when an analyst analyzes the universe of excluded items and determines that it is essential for one of those elements to be "erased" from consciousness, and that it needs to be

reconsidered. It only makes sense sometimes. What this "important thing" is depends on the analyst's goals and interests.

h. Salience and reminding

According to Stibbe (2015), Reminding - openly drawing attention to the deletion of an important aspect of existence in a certain text or discourse and urging that it be restored. Salience - a perception in people's thoughts that a certain aspect of life is essential or deserving of attention. Salience patterns are verbal or visual representations of a particular aspect of life that are deserving of attention through concrete, detailed, and vivid portrayals. Salience is most commonly employed in visual analysis, where Kress and van Leeuwen define it as "the degree to which an element calls attention to itself owing to its size, position in the forefront or overlapping of other components, color, tonal values, clarity of definition, and other aspects" (Kress & Van Leeuwen, 2006). These patterns of visual elements cluster together in a photo, highlighting certain elements in the image. Similarly, patterns of linguistic elements can be combined to generate emphasis patterns that vividly reflect a particular person in the text.

Writing on the environment, ecology, and nature frequently emphasizes "place" and "dwelling"—a sense of connection to the neighborhood and surroundings. There are many reasons for this, including the health benefits of spending time in local nature as an alternative to consumerism's hollow promises, the development of local communities that can meet their needs in an environmentally friendly way such as sharing, and

the promotion of natural systems. such as direct understanding. It can be preserved by observing the living world around us carefully, paying attention, and developing an interest in other species and environments (Stibbe, 2015).

B. Metaphor in echo-linguistics perspective

A metaphor, to put it simply, is a story that describes something as if it were something else. Metaphors 'imply an identity between otherwise different things' (Martin 2014: 78), or 'work by applying one taken-for-granted field of knowledge and applying it to another' (Chilton and Schäffner 2011: 320). However, they form such an important part of cognition and understanding of the world that authors such as Nerlich and Jaspal (2012: 143) claim that choosing the wrong metaphor 'may arguably contribute to the extermination of our species'. Metaphor therefore works in the same way as framing, but is a special type of framing since the frame belongs to a specific and clearly different area of life – often one that we are familiar with from everyday interaction. It is possible to define metaphor in a way which shows the relationship between metaphors and frames: Metaphors use a frame from a specific, concrete and imaginable area of life to structure how a clearly distinct area of life is conceptualised. This is somewhat different from the most common way of describing metaphor in cognitive science (Lakoff and Johnson 1999: 58), where metaphor is described as a mapping from a source domain to a target domain. The target domain is the area being talked about, while the source domain is the area that has been drawn on for vocabulary and structure.

C. Environmental Issue in Mass Media

The media range from entertainment to news media, including traditional or mass media such as television, films, books, flyers, newspapers, magazines and radio, as well as new media such as the internet in general, the Web and social media. Traditional media rely on one-to-many (often monodirectional) communication and are sometimes referred to as "mass media", whereas new or social media involve many-to-many, more interactive, communication networks. From an ecolinguistic perspective, these media representations are not neutral; they use framing, metaphor, and narrative choices that influence public perception of environmental issues (Stibbe, 2015).

Across all media, actors such as publishers, editors, journalists and other content producers such as online bloggers generate, interpret and communicate images, information and imaginaries for various forms of consumption. This "media representation" is therefore an important input to what is becoming public discourse at the moment on issues related to the environment. For example, climate change is a highly politicized media topic, especially in the United States, illustrating how (strongly) groups with different political ideologies, worldviews, or economic interests greatly influence the public debate on climate change.

In the case of climate change, media coverage of environmental issues is thus not a simple collection of news articles and clips produced by journalists; rather, media coverage signifies key frames derived through

complex and nonlinear relationships between scientists, policy actors, and the public that is often mediated by journalists' news stories (Trumbo 1996). These frames emerge in media representations regarding a certain issue to make it "more salient in a communicating text, in such a way as to promote a particular problem definition" (Entman 1993, 52). Like every technology, scrolling on social media has an environmental footprint, which is a lot higher than people might think." Mifsud said in the statement that using each of the 10 platforms for five minutes each day would result in 20kg of carbon a year, which is the same as driving in a car for 52.5 miles. Mass media helps in making sustainable development through ecological balance. With this concept, The World Commission on Environment and Development (1987) has described Media as a key facilitator for Sustainable Development.

CHAPTER III

RESEARCH METHOD

The approach utilized to examine the study's data is described in this chapter. The components of the study include the research design, the research tool, the data and the data source, data collecting, and data analysis.

A. Research Design

This study employs a descriptive qualitative design, as it aims to interpret and describe how environmental degradation is represented in The New York Times newspaper through the lens of eco-linguistics. According to Creswell (2014), qualitative research is used to explore and understand the meaning individuals or groups ascribe to a social or human problem. In this case, the study focuses on the linguistic representation of environmental issues using eco-linguistic theory. As Rahardjo (2020) suggests, qualitative data is ideographic, emphasizing interpretation rather than generalization.

B. Research Instrument

In qualitative research, the researcher serves as the primary instrument for data collection and analysis (Creswell, 2014). In this study, the researcher selects, interprets, and categorizes environmental degradation news articles published in The New York Times in 2021. The researcher's role includes identifying metaphors and frames based on Stibbe's (2015) eco-linguistics framework.

C. Data and Data Source

The data source of this study consists of English-language news articles related to environmental degradation published in The New York Times throughout the year 2021. The study focuses on texts that contain metaphorical and framing elements relevant to ecological issues, in line with the research questions.

D. Data Collection

To acquire data, the researcher went through various processes to investigate environmental degradation in The New York Times newspaper based on eco-linguistics theory by Stibbe (2015). The researcher obtains data through the following steps. First, the researcher subscribe The New York Times newspaper and reading all the news which is related to environmental degradation. Second, the researcher underline the data needed which is related to the first research question about metaphor in eco-linguistics. Third, the researcher reads and takes notes the data needed which is related with the second research question about framing in eco-linguistics. Fourth, categorizing the data before analysing it using the eco-linguistics theory by Stibbe (2015).

E. Data Analysis

The data were analyzed using a thematic ecolinguistics framework adapted from the model proposed by Stibbe in 2015, with a focus on how language shapes ecological understanding. The process began with

identifying excerpts from news articles in The New York Times that contained metaphorical language or framing strategies related to environmental degradation. These excerpts were then categorized according to ecolinguistics aspects, particularly types of metaphor and the structure of framing used in the discourse.

After classification, each linguistic pattern was interpreted in terms of its ecological significance and its relation to the researcher's ecosophy, which is based on values of sustainability, awareness, and ecological responsibility. The final step involved drawing conclusions to address the two research questions by explaining how metaphor and framing in environmental reporting contribute to constructing meanings that influence public perception of climate issues.

CHAPTER IV

FINDINGS AND DISCUSSION

News is an actual fact or idea or opinion that is interesting and accurate and considered important by a large number of readers, listeners or viewers. News is information that conveys current or current events, examples of news texts are generally compiled by a journalist or journalist. The purpose of news text is to provide information and increase knowledge to the general public about events that have just taken place or that can attract the attention of many people. News has become an inseparable part of human life. News provides a variety of information that is happening in this part of the world, one example of which is environmental degradation. News writers usually have a way of writing in delivering information in the news. They also sometimes tend to provide unique writing that is in their minds to convey information.

In this journal, the author aims to analyze the style of language / meaning in the news used by the author in the news. In this case, the author analyses framing and metaphor in a news item with the theme of Eco linguistics in this paper.

4.1. Findings

4.1.1 The Textual Framing of Environmental Degradation News in The New York Times (2021)

Data 1

Based on Data 1, The New York Times' coverage of environmental degradation in 2021 prominently frames Jakarta as a critical case study. The framing portrays Jakarta as a city under severe environmental stress—sinking, polluted, and overcrowded. The article explicitly assigns blame to government officials. It opens by stating that a court ruled "President Joko Widodo and six other top officials" "have neglected to fulfill citizens' rights to clean air" and must improve Jakarta's air quality. This naming of Widodo and specific ministers and governors frames the environmental crisis as a failure of high-level leadership and policy. The lawsuit is described as seeking a "healthy living environment," implying that the authorities (not citizens) are responsible for ensuring clean air. At the same time, the plaintiffs (activists, public figures, and pollution victims) are cast as victims demanding accountability. They do not seek damages but want "more robust supervision and sanctions for polluters." By reporting that the court specifically ordered officials to act and by quoting the judge's admonition, the article emphasizes that the blame lies with those in power who neglected environmental duties.

The piece also hints at sources of pollution. It identifies vehicular traffic, factories, and coal-fired power plants in neighboring provinces as the main culprits of Jakarta's smog. While no individual companies are named, these references implicitly blame industrial polluters. In sum, the framing holds government

leaders directly responsible for environmental degradation, while also mentioning that “polluters” must be sanctioned.

The article blends factual, science-based language with moral and human-rights rhetoric. On the scientific side, it emphasizes evidence and expertise: for example, the judge’s order to tighten standards is described as necessary “based on science and technology” to protect “human health, the environment, and ecosystems.” Independent data are cited to detail pollution sources and trends. The narrative conveys statistics (Jakarta’s population, flooding risk, $6.5 billion congestion cost) and specifics (136 industrial facilities) to underscore the problem scientifically.

At the same time, the article invokes values and empathy. It repeatedly frames clean air as a right of citizens, using phrases like “healthy living environment” and “good and healthy environment.” It mentions “people suffering pollution-related diseases” among the plaintiffs and includes vivid imagery in photo captions (e.g., a “doll representing babies affected by air pollution”) to evoke emotional concern. The lawyer’s quote (“…focus on making efforts to improve air quality conditions…”) has an exhortatory tone. Overall, though the writing is sober, the moral dimension of citizens’ health and rights adds an emotional weight to the issue. Scientific appeals (data, expert reports) provide credibility, while ethical language (rights, health) highlights the human stakes.

The article reports several explicit calls for action, mainly through quotes and the court's orders. They can be summarized as:

Court-ordered remedies: Presiding Judge Saifuddin Zuhri directed the officials "to take serious action… by tightening air-quality regulations" to protect health and the environment. This is a direct mandate to change policy.

Plaintiffs' demands: The 32 residents "demanded more robust supervision and sanctions for polluters." Rather than seeking money, they want enforcement against sources of pollution.

Advocacy statements: Plaintiff lawyer Ayu Eza Tiara urged authorities to "focus on making efforts to improve air quality… rather than doing useless things, such as… legal efforts to fight in appeals." This is a call for the government to cooperate rather than delay action.

Government response: Jakarta officials signaled willingness to act. Presidential spokesperson Fadjroel Rachman said the government was studying the verdict, and Jakarta's governor adviser Irvan Pulungan proposed collaboration with plaintiffs to "fix the unhealthy air." The article notes recent measures (new emission tests and private-car restrictions) taken since 2019. Pulungan also called for "integrated actions" by central and local governments to make policies effective.

These elements show solutions framed largely as regulatory and collaborative: tightening standards, enforcing existing laws, and combining efforts across agencies. The article itself does not offer

novel ideas but highlights judicial and civic calls for specific remedies, reinforcing an agenda of improved regulation and oversight.

The tone is formal, authoritative, and somewhat urgent. It reads like a legal news report, using precise but forceful language. Key words such as “neglected,” “negligent,” and “rights” convey judgment and responsibility. For example, the verdict is reported as officials having “neglected to fulfill citizens’ rights to clean air,” and a judge said they “have been negligent in fulfilling the rights of citizens to a good and healthy environment.” Such language is strong and moralistic, branding the issue as a failure of duty.

Descriptive phrases are vivid: Jakarta is called the “archetypical Asian mega-city” that is “creaking under the weight of its dysfunction,” with “massive pollution” and sinking ground. This dramatizes the environmental crisis beyond dry facts. However, the narrative remains restrained: it refrains from overtly emotional or sensational language, sticking to factual reporting and quotes. Overall, the language conveys seriousness and blame without overt editorializing.

The article cites a mix of official, activist, and expert sources, lending it credibility and a broad perspective:

1. Judicial and legal: The Central Jakarta District Court and its judges are primary sources. The article

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quotes Presiding Judge Zuhri and panel member Duta Baskara discussing environmental rights.

2. Government: Officials' voices appear via statements. Presidential spokesperson Fadjroel Rachman and Jakarta advisor Irvan Pulungan provide the government's response.

3. Plaintiffs and activists: Civil society is represented mainly through the plaintiffs' lawyer (Ayu Eza Tiara) and the description of the plaintiffs' group ("activists, public figures, motorcycle-taxi drivers…"). Their perspective is included in calls for accountability and improvement.

4. Research and NGOs: The article draws on scientific reports. It cites a Center on Energy and Clean Air study to identify pollution sources and counts (vehicle emissions, 136 facilities). It also references a Climate Action Tracker report on pollution trends during COVID-19.

5. Media references: The story notes photo captions and linked content (e.g., photos of protests) to illustrate the issue, though these are secondary.

Notably, the article does not include any statements from industry or groups typically blamed for pollution (e.g., power plant

operators), nor dissenting opinions; all cited sources align on the urgency of clean air.

Through this framing, the article emphasizes accountability and remedies, likely heightening public concern. By naming top officials as negligent, it presents the pollution crisis as a consequence of policy failure, not an abstract problem – this can provoke calls for leadership change or action. Casting clean air as a citizen's right elevates the moral stakes and suggests the issue is a fundamental injustice. At the same time, detailed data and scientific references reinforce that the problem is real and measurable. The inclusion of a concrete court order (tighten standards) and activists' demands also signals that solutions are possible and being pursued. This could increase urgency: readers see a clear mandate for action rather than endless debate. The language – mixing legal forcefulness with human-impact terms – constructs pollution as an immediate crisis affecting health and rights. In sum, the framing makes Jakarta's pollution appear as a pressing civic emergency caused by leaders' inaction, calling on authorities to implement scientifically grounded fixes. This approach likely sharpens public perception of urgency and the need for accountability in environmental governance.

Data 2

The second news article, "'So Many Dimensions': A Drought Study Underlines the Complexity of Climate" by Raymond Zhong, shifts focus from Southeast Asia to Africa, specifically to

Madagascar. The article does not assign blame to any specific actor or institution. Instead, it attributes the Madagascar drought primarily to natural and structural factors. It acknowledges a humanitarian crisis caused by low rainfall but quickly points out that common assumptions about the role of climate change did not hold up under scientific scrutiny. The article highlights the findings of a climate study indicating that human-induced climate change was not a major factor. It emphasizes Madagascar's chronic poverty, local vulnerabilities, and other stressors as key causes. The piece also mentions contributing factors like COVID-19 restrictions and pest infestations. By presenting multiple "dimensions" behind the crisis, the article avoids simple blame and portrays the drought as a result of natural variability and systemic challenges, rather than a failure by specific governments, companies, or international bodies.

The article balances empathetic language with analytical detail. On the emotional side, it uses terms like "humanitarian crisis," which highlight urgency and human suffering. It describes widespread hunger and malnutrition, evoking reader sympathy and concern about the impacts of the drought. On the scientific side, it leans heavily on the findings of a climate study, explaining that recent droughts were rare but not directly linked to climate change. It cites scientific models, historical data, and expert opinions, focusing on evidence-based explanations. The title itself ("So Many Dimensions") suggests complexity and invites readers to explore

beyond simplistic climate narratives. This mix of emotional and scientific appeals helps readers connect both with the human consequences and the technical explanations behind the crisis.

The article is largely descriptive and does not include explicit calls to action. It explains the causes of the drought but stops short of advocating for specific responses or interventions. There are no recommendations for policy changes, humanitarian aid, or climate action. While the reporting draws attention to a severe food security crisis, the absence of direct calls to action suggests the article's primary goal is to inform and explain rather than to push for particular solutions or political responses.

The tone is sober, analytical, and cautious. The article avoids sensationalism and instead uses measured, precise language characteristic of science reporting. Words like "assumptions," "scrutiny," "study," and "dimensions" reinforce a logical and investigative tone. Even when describing serious conditions like famine or crisis, the language remains calm and restrained, avoiding exaggeration. This choice of language supports the framing of the issue as complex and multifaceted, guiding readers toward a nuanced understanding of the environmental problem rather than a simplistic, emotionally charged reaction.

The article relies heavily on scientific and official sources. It is built around a climate attribution study, with input from climate scientists and research institutions. The story focuses on peer-reviewed data

and expert insights rather than quotes from activists, politicians, or affected local populations. While humanitarian agencies are acknowledged in describing the crisis, the main authority comes from climate science. This reliance on institutional expertise lends the article a high degree of credibility but limits the presence of grassroots or community-level perspectives.

The article's framing shapes how readers understand the environmental issue. By emphasizing scientific complexity and downplaying direct human-caused climate change, the article encourages readers to see the drought as a special case, driven by natural variability and structural challenges rather than solely by global warming. This can help foster a more sophisticated public understanding of climate science, but it may also reduce the perceived urgency of addressing climate change as an immediate threat in this context. The description of human suffering keeps moral urgency in view, but the technical, cautious tone and absence of blame or calls to action make the piece more about explanation than advocacy.

Data 3

The third article, "Climate Change Could Cut World Economy by $23 Trillion in 2050, Insurance Giant Warns," expands the scope of environmental degradation beyond specific regions to a global economic threat. The New York Times article titled "Climate Change Could Cut World Economy by $23 Trillion in 2050"

examines the potentially catastrophic economic consequences of climate change, drawing on findings from a report by Swiss Re, one of the world's largest reinsurance companies. The article argues that climate change threatens not only ecological stability but also global economic prosperity, warning that if the use of fossil fuels is not significantly reduced, the world could face up to $23 trillion in economic losses by mid-century. This analysis explores how the article constructs its narrative through the attribution of blame or responsibility, the balance between emotional and scientific appeals, the inclusion of calls to action and proposed solutions, the tone and language employed, and the likely implications for public perception. The purpose of this analysis is to understand how media framing shapes public understanding of environmental degradation and influences attitudes toward climate change.

The article presents climate change as a collective, global challenge and attributes responsibility to the world's failure to reduce dependence on fossil fuels. It emphasizes that rising temperatures will likely reduce global wealth significantly by 2050, and that the consequences will be severe if the world fails to act quickly to slow the use of fossil fuels. This framing places responsibility not on any single actor, country, or company but on the global community. The article refers to governments as the key agents responsible for addressing climate change, noting that if governments fail to act more decisively, the global economy will face massive costs. There

is an implicit acknowledgment of the role of national governments in leading mitigation efforts, yet the article does not single out particular governments or political leaders for criticism. Instead, it frames responsibility as collective and international.

Additionally, the article points out that poor nations will be particularly hard hit by climate change, although it does not assign blame to these countries. Rather, this observation underscores the disproportionate vulnerability of low-income nations, highlighting the unequal burden of climate change impacts. By focusing on global governance and collective failure rather than assigning individual blame, the article frames climate change as a shared problem that requires coordinated action across nations.

The article relies heavily on scientific and economic appeals, grounding its claims in quantitative data and expert assessments. It reports that climate change could reduce global economic output by 11 to 14 percent by 2050, which amounts to as much as $23 trillion in lost wealth. This use of precise figures and percentages provides an aura of authority and credibility, presenting climate change as a measurable and calculable threat. The article frequently cites the Swiss Re report and includes forecasts and conditional estimates, reinforcing its scientific foundation.

Although the primary mode of appeal is scientific, the article incorporates subtle emotional elements to convey the severity of the crisis. For example, it describes scenarios where rising seas consume

coastal cities, crops fail, and diseases spread, evoking images of human suffering and environmental collapse. These descriptions introduce an emotional dimension to the otherwise fact-based narrative, creating a sense of urgency without resorting to overtly emotional or moralistic language. The mention that poor nations will be particularly hard hit introduces an ethical element, pointing to the injustice of disproportionate harm to those least responsible for emissions. Nevertheless, the article avoids dramatization and maintains a sober, analytical tone throughout.

The combination of scientific evidence and restrained emotional appeals allows the article to communicate the gravity of climate change while preserving its authority as a serious piece of journalism. The focus on data and expert analysis helps position climate change as a risk that can be understood, forecasted, and managed, while the understated emotional language signals the high stakes involved.

Although the article does not explicitly advocate for particular solutions, it implies several courses of action that can mitigate the predicted economic damages. One of the central points is that keeping global warming below the two degrees Celsius threshold, as outlined in the Paris Agreement, would result in only marginal economic losses. This reference to the Paris target suggests that international climate agreements and emissions reductions are essential tools for avoiding the worst-case scenarios.

The article also references government and industry initiatives as potential solutions. It mentions that President Biden has urged countries to do more to reduce their greenhouse gas emissions and is expected to pledge a major U.S. emissions cut. These details imply that national commitments and international diplomacy are important mechanisms for addressing climate change. Additionally, the article notes that Swiss Re is adjusting its insurance pricing models to account for climate risks, and that the U.S. government has restructured its flood insurance program to raise costs for homes in high-risk areas. Furthermore, the Biden administration is planning an executive order directing federal agencies to incorporate climate risks into insurance regulation and financial oversight.

These examples suggest that both public and private sectors have critical roles to play in climate mitigation and adaptation. While the article stops short of prescribing a clear action plan, it presents a range of possible responses that collectively point toward the need for aggressive policy, regulatory change, and market adaptation to address climate risk.

The tone of the article is formal, measured, and authoritative, combining journalistic reporting with elements of risk analysis. The use of verbs such as “warned,” “estimated,” and “projected” contributes to a sense of objectivity and seriousness. The language emphasizes the factual and scientific nature of the issue, presenting climate change as a quantifiable and foreseeable threat to economic

stability. The article uses economic terms such as “global economic output,” “losses,” and “reduced wealth,” which position climate change within a financial and policy discourse.

At the same time, the article employs vivid imagery to convey the tangible impacts of climate change. Phrases like “rising seas consume coastal cities” and “crop yields fall” evoke dramatic environmental changes without sensationalism. The language remains analytical and restrained, avoiding hyperbole or emotionally charged rhetoric. This balance between technical precision and evocative description allows the article to communicate urgency and importance without compromising its credibility or factual tone.

The framing of the article is directed toward a broad audience that includes policymakers, business leaders, and the general public. By using accessible yet precise language, the article ensures that its message resonates across sectors while maintaining the authority expected of a major news outlet.

The article’s framing has important implications for how the public understands and responds to climate change. By presenting climate change primarily as an economic threat with a specific, quantified cost, the article appeals to the interests of decision-makers, investors, and the public who may be more influenced by financial concerns than by environmental or ethical arguments. The projection of a $23 trillion loss transforms climate change from a distant or abstract environmental issue into an immediate and tangible economic risk.

This economic framing has the potential to broaden the coalition of actors concerned about climate change, including those in finance, insurance, and policymaking. It also reinforces the idea that climate change is not only an ecological challenge but a systemic risk that threatens global prosperity. At the same time, the focus on data and forecasts may downplay the human and moral dimensions of the crisis, potentially reducing the sense of ethical urgency that accompanies stories about displacement, poverty, or biodiversity loss. Nevertheless, the understated references to disproportionate impacts on poor nations introduce a layer of social justice that may resonate with readers concerned about inequality.

By combining scientific authority with economic pragmatism, the article encourages readers to view climate change as a pressing issue that demands both policy and market responses. It suggests that mitigating climate change is not only an environmental imperative but also an economic necessity.

The New York Times article “Climate Change Could Cut World Economy by $23 Trillion in 2050” constructs a powerful narrative that frames environmental degradation as an urgent economic crisis. By attributing responsibility to global inaction and emphasizing the role of governments and industries, the article underscores the collective nature of the challenge. Its reliance on scientific and economic evidence, tempered by subtle emotional appeals, enhances its credibility while conveying the high stakes involved. Although it

stops short of advocating specific solutions, the article points toward international cooperation, policy reform, and market adaptation as necessary responses. The formal, analytical tone and carefully chosen language shape public understanding by transforming climate change into a quantifiable and manageable threat, highlighting the profound economic risks of inaction. This framing is likely to mobilize concern across a wide audience, from policymakers to financial stakeholders, making it a significant contribution to the public discourse on climate change.

Data 4

The fourth article, "Covid-19 Took a Bite From U.S. Greenhouse Gas Emissions in 2020," presents a slightly different angle in framing environmental issues. he article “Covid Took a Bite From U.S. Greenhouse Gas Emissions in 2020,” written by Brad Plumer and published in The New York Times, examines how the COVID-19 pandemic led to an unprecedented decline in greenhouse gas emissions in the United States. The article highlights that emissions dropped by more than ten percent, reaching their lowest levels in decades. However, it also stresses that this reduction resulted from extraordinary circumstances rather than planned environmental action. This analysis explores how the article frames environmental degradation, focusing on the attribution of responsibility, the balance between emotional and scientific appeals, the presence of calls to action or solutions, the tone and language

used, and the likely implications for public perception. The purpose of this analysis is to assess how the article shapes the reader's understanding of climate issues and the role of human action in addressing them.

The article carefully assigns responsibility for the decline in greenhouse gas emissions to the pandemic and its impact on the economy rather than to deliberate environmental policy or action. It repeatedly emphasizes that the steep decline in emissions was the result of exceptional and unintended circumstances. The text notes that the coronavirus pandemic "slammed the brakes on the nation's economy," clearly framing the health crisis as the main driver behind the reduction in emissions. This framing effectively removes any notion that the drop was a consequence of successful environmental legislation or behavioral change related to climate awareness. Instead, it paints the decline as an accidental byproduct of lockdowns, reduced travel, and economic disruption. The article reinforces this point by stating that the most significant emissions reductions came from the transportation sector, which remains heavily reliant on fossil fuels. Furthermore, the article points out that emissions from power plants fell partly because of warmer-than-average weather, adding another layer of circumstantial, non-policy-related explanation. This framing positions the pandemic, rather than human effort or regulatory success, as the temporary agent of

environmental change, while subtly indicating that human systems remain fundamentally tied to polluting activities.

The article relies predominantly on scientific and empirical evidence, while also using selective emotional language to engage readers. It presents precise data, noting that emissions fell by over ten percent and providing specific figures such as a fourteen percent decline in transportation emissions and a ten percent reduction in the power sector. The article draws upon the expertise of researchers, quoting specialists from the Rhodium Group to explain the patterns behind the numbers and to outline the conditions that led to the decline. This reliance on factual evidence and expert testimony establishes the article's credibility and situates it firmly within a scientific framework.

At the same time, the article employs occasional vivid and metaphorical language to convey the scale and urgency of the issue. For example, the phrase "slammed the brakes on the nation's economy" offers a dynamic and accessible image that makes the information more relatable and dramatic. Similarly, the article refers to the "steep drop" in emissions, using evocative wording that emphasizes the magnitude of change without resorting to exaggeration or alarmism. These rhetorical choices introduce a subtle emotional dimension that underscores the seriousness of the issue without undermining the scientific integrity of the reporting. By combining precise data with carefully chosen figurative

language, the article maintains a balance between objective analysis and engaging narrative.

While the article primarily reports on past events, it does include implicit calls to action by highlighting the temporary nature of the emissions decline and pointing toward the need for stronger environmental policies. It clearly states that emissions are expected to bounce back as the economy recovers, warning that without new and sustained efforts to reduce emissions, the gains made during the pandemic will be lost. The article underscores that the country still faces enormous challenges in controlling planet-warming pollution and suggests that policymakers must take stronger action to clean up major sectors such as power plants, factories, and transportation. Through these observations, the article implies that meaningful and lasting emissions reductions will require deliberate and sustained intervention rather than reliance on unpredictable events like a global pandemic. Although it stops short of advocating for specific policies, the article effectively conveys the message that structural and regulatory changes are necessary to ensure that emissions reductions are sustained over time.

The tone of the article is serious, measured, and analytical. It presents its findings with a sense of cautious urgency, recognizing the significance of the emissions decline while avoiding overstatement or sensationalism. The language is clear and accessible, using everyday metaphors such as “slammed the brakes”

to make complex economic and environmental phenomena understandable to a broad readership. At the same time, the article maintains a professional and objective style by consistently referencing data, expert opinions, and historical context. It does not employ emotionally charged language or moralistic judgments; rather, it maintains a factual and informative tone that focuses on explaining causes, consequences, and potential future scenarios. This approach allows the article to engage readers without overwhelming them emotionally, making it effective as both journalism and public education.

The article's framing has important implications for how readers understand the relationship between human activity, economic systems, and environmental change. By highlighting that the drop in emissions was largely accidental and driven by the economic slowdown caused by the pandemic, the article suggests that achieving meaningful and lasting reductions will not be possible without intentional policy action. This framing challenges any simplistic assumption that emissions can be reduced through short-term behavioral shifts or isolated events. Instead, it emphasizes the structural nature of the climate crisis and the need for systemic change. The combination of data-driven reporting and accessible language likely enhances readers' awareness of the scale of the problem and the complexity of potential solutions. Moreover, the article's discussion of the expected rebound in emissions helps

prevent complacency, reinforcing the message that progress in reducing greenhouse gas emissions requires more than temporary disruptions. As a result, the article is likely to influence public understanding by framing environmental degradation as a challenge that requires deliberate and coordinated policy responses, rather than relying on unintended side effects of crises.

Brad Plumer's article offers a nuanced and data-driven account of the decline in U.S. greenhouse gas emissions during the COVID-19 pandemic, framing it as a remarkable but temporary phenomenon driven by extraordinary circumstances. The article assigns responsibility for the emissions drop to the pandemic and economic disruptions, not to deliberate environmental action. It balances scientific evidence with subtle emotional appeals, using vivid yet controlled language to engage readers. While it stops short of offering detailed policy recommendations, it strongly implies that future emissions reductions will require deliberate and sustained action from policymakers. The tone is factual and professional, and the framing helps shape public perception by reinforcing the idea that addressing environmental degradation is a structural challenge requiring intentional intervention. Overall, the article serves as an effective example of how media can communicate complex environmental issues to the public in a way that is both accessible and grounded in scientific evidence.

Data 5

The fifth article, "Floods Thrust Climate Change to the Center of the German Campaign as Toll Mounts," The article frames the floods as a catalyst for political discourse, explicitly linking the disaster to electoral campaigns. The headline—"Climate Change Moves to Center of Campaign as Toll Mounts"—positions the crisis as a pivotal issue in public debate. The phrase "moves to center" implies a reactive shift, suggesting that catastrophic events are necessary to prioritize climate policy. This framing is reinforced by the observation that the disaster revealed "deep political divides around how far and fast Germans should go to stem carbon use" (Page 1). The term "stem carbon use" emphasizes human agency in mitigating climate impacts, while "political divides" introduces conflict, framing climate action as contentious rather than consensual.

The article foregrounds human suffering to underscore the immediacy of climate impacts. The death toll ("more than 160 dead") and "extensive damage" (Page 1) serve as visceral markers of the disaster's severity. By quantifying loss, the text evokes emotional resonance, urging readers to perceive climate change as an urgent threat. The phrase "toll mounts" in the headline further amplifies this urgency, framing the crisis as ongoing and escalating.

While the article acknowledges systemic issues ("stem carbon use"), it emphasizes political disagreements over structural solutions. The statement "deep political divides" (Page 1) shifts

focus from collective responsibility to partisan conflict. This framing risks reducing climate action to a polarized debate, sidelining discussions about corporate accountability or policy inertia. Notably, the article avoids critiquing specific industries or governments, instead presenting the floods as a natural consequence of delayed action.

The article's framing aligns with a politicized and human-centric narrative of environmental degradation. By positioning climate change as a "center" of political campaigns, the text underscores the role of disasters in mobilizing policy debates. However, the emphasis on "political divides" (Page 1) prioritizes conflict over cooperation, potentially discouraging readers from advocating for unified solutions.

The focus on human casualties ("more than 160 dead") and infrastructural damage ("extensive damage") personalizes climate impacts, fostering empathy but neglecting systemic critiques. The absence of references to corporate emissions or global inequities narrows the scope of accountability, reinforcing a neoliberal paradigm that individualizes responsibility.

The incongruous placement of subscription promotions alongside disaster coverage further trivializes the urgency of climate action, embedding environmental discourse within consumerist frameworks. This reflects a broader media tendency to commodify crises, diluting their transformative potential.

The New York Times frames the 2021 Germany floods as a politically charged, human-centric crisis. By emphasizing electoral conflict, human tolls, and consumerist undertones, the article navigates climate discourse through a lens of urgency and division. While this approach heightens awareness of climate impacts, it risks oversimplifying solutions as matters of political compromise rather than systemic overhaul. Future analyses could explore how such framing shapes public perceptions of climate accountability versus partisan entrenchment.

Data 6

The sixth article, "The No-Jet Set: They've Given Up Flying to Save the Planet," addresses the environmental impact of air travel and frames it as a critical but often overlooked contributor to climate change. The article frames climate mitigation as a personal choice, centering on individuals who voluntarily relinquish air travel. The title—"They've Given Up Flying to Save the Planet"—positions environmental stewardship as an act of sacrifice, using the pronoun "they" to delineate a distinct group undertaking this commitment. The phrase "save the planet" evokes moral urgency, appealing to readers' ethical sensibilities. The text reinforces this framing by stating, "a growing number of travelers are signing pledges to keep their journeys on" (Page 1), highlighting collective yet individualized action rather than systemic solutions.

The article employs technical language to establish credibility, referencing “airplanes producing a large amount of climate-warming emissions” (Page 1). This phrase underscores the scientific basis of the issue while simplifying complex climate mechanisms into digestible terms. By quantifying emissions as “a large amount,” the text implicitly assigns blame to aviation without delving into corporate or policy-level accountability.

The focus on a “growing number of travelers” (Page 1) constructs a narrative of grassroots mobilization. This framing suggests that incremental individual choices can coalesce into meaningful change, as seen in the emphasis on “pledges.” However, the article avoids critiquing structural drivers of emissions, such as airline industry practices or inadequate public transportation infrastructure.

The use of the term “No-Jet Set” (Page 1) injects a colloquial, almost aspirational tone, contrasting traditional “jet-set” lifestyles with environmentally conscious alternatives. This rhetorical strategy humanizes climate action, making it relatable to readers who may identify with travel-centric lifestyles.

The article’s framing aligns with a neoliberal paradigm that prioritizes individual agency over systemic reform. By foregrounding personal pledges and sacrifices, The New York Times deflects attention from institutional actors and policy gaps. The repetition of “pledges” and “save the planet” reinforces a moral

imperative for readers to act, yet limits the discourse to consumer choices rather than collective advocacy or political engagement.

The absence of critical analysis regarding aviation industry practices or governmental inaction further narrows the scope of responsibility. For instance, while the article states that airplanes produce “a large amount of climate-warming emissions” (Page 1), it does not interrogate corporate lobbying against emission regulations or subsidies favoring air travel over greener alternatives.

“The No-Jet Set” exemplifies The New York Times’ tendency to frame environmental degradation through the lens of individual responsibility. By emphasizing personal sacrifice and grassroots pledges, the article mobilizes readers emotionally but sidesteps systemic critiques. This approach reflects a broader media trend that simplifies climate action into consumer choices, potentially obscuring the need for structural change. Future research could explore how such framing influences public attitudes toward policy-driven solutions versus personal accountability.

Data 7

The seventh article, "Climate Change Could Devastate Emperor Penguins, U.S. Officials Warn," The article frames the floods as a catalyst for political discourse, explicitly linking the disaster to electoral campaigns. The article employs stark, alarmist language to underscore the severity of climate impacts. The headline—“Climate Change Could Devastate Emperor Penguins”—

uses the verb “devastate” to evoke existential threat, framing the penguins as passive victims of anthropogenic harm. This catastrophic tone is reinforced by the proposal to list the species as “threatened” (Page 1), a term that carries legal and ecological urgency. The phrase “could devastate” introduces speculative yet dire consequences, amplifying reader anxiety about irreversible loss.

The article legitimizes its claims by citing governmental actors, stating that “U.S. Officials Warn” (Headline) and referencing the “Fish and Wildlife Service” (Page 1). This framing positions climate action as a matter of institutional responsibility, with phrases like “proposal to list the birds as a threatened species” (Page 1) emphasizing bureaucratic processes over grassroots or systemic solutions. By foregrounding federal agency actions, the text suggests that climate mitigation is achievable through existing policy frameworks, sidelining critiques of broader systemic failures.

While the article focuses on penguins, its framing subtly prioritizes human agency. The emphasis on U.S. officials’ warnings (“U.S. Officials Warn”) centers human decision-makers as both culprits and saviors. The absence of direct references to corporate carbon emissions or global inequities narrows accountability to governmental entities, obscuring the role of industrial practices in driving habitat loss.

The article’s framing aligns with a technocratic narrative that positions climate action as reliant on institutional interventions

rather than collective or systemic change. By highlighting the Fish and Wildlife Service's proposal, the text implies that bureaucratic measures—such as listing species as threatened—are sufficient responses to ecological collapse. This risks depoliticizing climate change, reducing it to a regulatory issue rather than a global crisis requiring radical economic and social restructuring.

The emotive emphasis on "devastate" and "threatened" elicits sympathy for penguins but does not challenge readers to reflect on their complicity in climate systems. The anthropocentric focus on U.S. officials' warnings reinforces a neoliberal paradigm where environmental stewardship is delegated to institutions, absolving individuals and corporations of direct responsibility.

The juxtaposition of ecological crisis and subscription sales further normalizes the commodification of environmental discourse. By framing climate coverage alongside consumer incentives, the article mirrors a broader media trend that dilutes urgent narratives with commercial interests, potentially undermining calls for systemic accountability.

The New York Times frames the threat to emperor penguins through a lens of institutional authority and emotive urgency. While the article effectively highlights the immediacy of climate impacts, its reliance on bureaucratic solutions and anthropocentric narratives limits the scope of accountability. The dissonance between environmental warnings and consumerist promotions further reflects

a media tendency to compartmentalize crises within market-friendly frameworks. Future research could explore how such framing influences public perceptions of climate responsibility, particularly the tension between institutional trust and grassroots mobilization.

Data 8

The eighth article, "Climate Change Drives Western Heat Wave's Extreme Records, Analysis Finds," frames climate change as the primary cause of the record-breaking heat wave that scorched the Pacific Northwest in late June 2021. This piece underscores the direct link between human activities and extreme weather events, illustrating how global warming is not only driving up temperatures but also contributing to severe, life-threatening conditions. The article emphasizes that the extraordinary heat wave—with temperatures reaching 116°F in Portland and a Canadian record of 121°F in British Columbia—almost certainly would not have occurred without the influence of human-induced climate change. This framing is supported by scientific data that links extreme heat events to rising global temperatures and points to the heat dome effect—an atmospheric pressure system that traps hot air over large areas—as a key contributor to the extreme conditions.

By presenting these extreme temperature records, the article paints a clear picture of the devastating impact of climate change. It highlights not just the temperatures but also the human toll, noting that the heat wave led to heat-related deaths in areas where air

conditioning was not as widespread, especially in places like the Pacific Northwest where such high temperatures are typically rare. It's estimated that several hundred people died during this event, further reinforcing the deadly consequences of inaction on climate change. Moreover, the article discusses the broader environmental and economic consequences of this heat wave. The heat wave contributed to crop failures and wildfires, further underlining how extreme temperatures ripple through ecosystems, food systems, and economies. This creates a compelling case for climate action: the writer's ultimate aim is to raise awareness about the dangers of global warming and to encourage immediate reductions in emissions to prevent future heat waves and related disasters.

In conclusion, the article presents climate change not only as a long-term environmental issue but as an immediate, life-threatening reality. It urges readers to consider how human activities, particularly the use of fossil fuels and the release of greenhouse gases, are directly contributing to such catastrophic events and calls for more stringent measures to curb emissions and limit further damage to the planet.

Data 9

The news featured in the New York Times article titled "Climate Change Is Devastating Coral Reefs Worldwide, Major Report Says" highlights the destruction of coral reefs caused by climate change. Researchers discovered that the globe experienced a

14 percent decline in its coral over merely ten years. According to an international report on the condition of the world's coral reefs, approximately 14 percent of coral reefs were lost globally in the decade after 2009, primarily because of climate change. The severe effects of global warming come with a glimmer of hope that certain coral reefs could be preserved if humanity acts swiftly to manage greenhouse gas emissions. In this article, the writer also shares details regarding the advantages of coral reefs for humanity. Their fish provide a crucial source of protein for hundreds of millions of individuals.

Their chalky branches protect the coast from storms. The beauty of coral reefs also contributes billions of dollars to tourism. Together, they contribute approximately $2.7 trillion annually in goods and services, as stated in the report released by the International Coral Reef Initiative, a collaboration of nations and groups focused on safeguarding the global coral reefs. Addressing climate change is crucial for the preservation of coral reefs, but minimizing pollution is also essential. Corals must remain as healthy as they can to withstand the rising temperatures they have committed to. Dangerous pollutants frequently comprise human waste and agricultural runoff that can lead to algae blooms, along with heavy metals or various chemicals from industrial processes. Harmful fishing methods also harm coral reefs. Journalists frequently assert that coral reefs can still be preserved as long as global warming is

curtailed; many of these coral ecosystems remain resilient and can bounce back when conditions allow. Consequently, scientists aim to share insights regarding the significance of coral reefs, the impacts of climate change on coral reefs, and strategies to address this issue.

Data 10

The latest data is taken from the news entitled "Achoo! Climate Change Lengthening Pollen Season in U.S., Study Shows" which focuses on the extension of the pollen season caused by climate change. In this case study, it is explained about the impact of climate change which exacerbates the allergy season. Also in the news is a statement in the journal "Proceedings of the National Academy of Sciences" in which researchers found a link between global warming and pollen season which is expected to get worse in the spring. According to the source of the new paper, a combination of warmer air and higher levels of carbon dioxide in the atmosphere has caused North America's pollen season to have 21 percent more pollen. Also included in the news are messages from scientists in which they conclude that climate change is causing about half of the trending pollen season, and 8 percent of the higher pollen counts. What's more, the trend of higher pollen counts is accelerating.

The effect was less pronounced in the northern United States, including New England and the Great Lakes states. The biggest increase in pollen comes from trees, not from grass and weeds. The effect caused by an increase in pollen is an allergy. The author of

this story informs readers that allergies here are not just a problem with colds, they have serious effects on public health, including asthma and other respiratory conditions, corroborated by statements from studies showing that students do less well in school during peak pollen season, and periods of high pollen are associated with greater susceptibility to respiratory viruses —an ominous finding in the time of the coronavirus pandemic. In other words, the author here wants to provide information to readers about the dangers of global warming which can have an impact on anything, therefore indirectly we as humans who are involved in global warming are expected to pay more attention to this problem.

In 2021, the NYT employed metaphors to translate environmental degradation into visceral, morally charged narratives. By blending scientific authority with emotional appeals, the coverage underscored the immediacy of climate impacts while navigating tensions between individual and systemic responsibility. While metaphors like "devastation" and "economic loss" galvanized urgency, they occasionally simplified multifaceted issues. Future research could explore how these metaphors influence public willingness to support policy reforms versus personal behavioral changes.

The NYT's 2021 framing constructs environmental degradation as a multidimensional crisis requiring urgent, coordinated responses. By weaving human stories, scientific data,

and political critique, the coverage underscores that solutions must address root causes (e.g., fossil fuels, pollution) while mobilizing both systemic policy shifts and individual behavioral changes. The recurring emphasis on interconnectivity—linking environmental collapse to economic stability, public health, and governance—aims to galvanize a diverse audience, from policymakers to everyday readers, into recognizing their stake in the crisis. Ultimately, the NYT's narrative balance between dire warnings and cautious hope seeks to inspire action without fostering fatalism.

Across these ten articles, The New York Times demonstrates a shifting balance between institutional blame, individual responsibility, and systemic critique. The framing choices reflect varying ideological positions from technocratic and neoliberal to human-rights based narratives—shaping public understanding of environmental urgency, accountability, and possibility of action.

4.1.2 The metaphor used in writing environmental degradation news in the New Yorks Times newspaper 2021

Metaphors in environmental journalism serve to translate abstract or complex issues into relatable, vivid imagery, fostering emotional engagement and urgency. The New York Times' 2021 coverage employs metaphors to highlight crises like urbanization, pollution, and climate change, using comparisons that resonate with

readers' experiences. Below is a thematic analysis of these metaphors:

The New York Times' (NYT) 2021 coverage of environmental degradation employs a multifaceted framing strategy to underscore the urgency, complexity, and human-centric nature of the crisis. Below is a synthesis of key themes and narrative techniques identified across the ten articles:

1. Metaphors of Destruction and Collapse

Articles frequently employed metaphors of physical destruction to emphasize irreversible ecological harm, framing climate change as an aggressive force.

1. Example 1: Jakarta is described as a city "sinking under the weight of its dysfunction" (Data 1), likening environmental degradation to structural collapse. The term "sinking" metaphorically conflates urban mismanagement with physical submergence, evoking imagery of a drowning city.

2. Example 2: The "devastation" of emperor penguins (Data 7) portrays climate impacts as an existential assault, casting the species as passive victims of human actions.

3. Example 3: Coral reefs are said to have suffered "devastating" losses (Data 9), equating ecosystem decline with battlefield destruction.

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4. Direct Quotes:

5. "Climate change could devastate emperor penguins" (Data 7).

6. "Coral reefs can still be saved" (Data 9) contrasts "devastation" with hope, framing conservation as a rescue mission.

2. Metaphors of Agency and Motion

Human and natural systems were often personified or imbued with directional agency to simplify causality.

1. Example 1: "Climate change drives Western heat wave's extreme records" (Data 8) anthropomorphizes climate change as a driver, assigning intentionality to an abstract process.

2. Example 2: The "heat dome" (Data 8) metaphorically encapsulates a complex atmospheric phenomenon into a tangible, oppressive structure.

3. Example 3: "Floods thrust climate change to the center of the German campaign" (Data 5) uses "thrust" to imply political discourse is forcibly redirected by natural disasters.

4. Direct Quotes:

5. "Climate change moves to center of campaign as toll mounts" (Data 5).

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6. "Rising seas consume coastal cities" (Data 3) personifies the ocean as a predator.

3. Economic and Health Metaphors

Environmental issues were framed as economic or health crises to highlight systemic interdependencies.

1. Example 1: The "$23 trillion" global economic loss (Data 3) translates climate risk into financial terms, likening ecological collapse to a market crash.

2. Example 2: Extended pollen seasons are portrayed as a "public health crisis" (Data 10), linking climate change to allergies and respiratory illnesses.

3. Example 3: Coral reefs provide "$2.7 trillion in goods and services" (Data 9), framing ecosystems as economic infrastructure.

4. Direct Quotes:

5. "Achoo! Climate change lengthening pollen season" (Data 10) uses onomatopoeia to trivialize the issue while underscoring its bodily impact.

6. "COVID-19 took a bite from U.S. greenhouse gas emissions" (Data 4) likens emissions reduction to a predator's attack, emphasizing its temporary, involuntary nature.

4. Moral and Existential Metaphors

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Moral imperatives were woven into narratives to evoke ethical responsibility.

1. Example 1: Clean air is framed as a "right" (Data 1), transforming pollution into a violation of human dignity.
2. Example 2: The "No-Jet Set" (Data 6) contrasts "jet-set" lifestyles with eco-conscious sacrifice, framing climate action as a moral choice.
3. Example 3: Madagascar's drought is termed a "humanitarian crisis" (Data 2), invoking empathy for victims of "natural" suffering.
4. Direct Quotes:
5. "Citizens' rights to clean air" (Data 1).
6. "People suffering pollution-related diseases" (Data 1) medicalizes environmental neglect.

5. Metaphors of Hope and Recovery

While emphasizing urgency, articles occasionally employed metaphors of resilience to avoid fatalism.

1. Example 1: Coral reefs "can still be saved" (Data 9) positions conservation as a salvage operation, balancing loss with actionable hope.
1. Example 2: "Integrated actions" (Data 1) and "aggressive policy" (Data 3) frame solutions as collective endeavors rather than individual burdens.

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2. Direct Quotes:

3. "If humans move quickly to control greenhouse gases, some coral reefs may be saved" (Data 9).

The NYT's metaphorical framing serves three primary functions:

1. Simplifying Complexity: Terms like "heat dome" (Data 8) and "sinking city" (Data 1) distill intricate phenomena into digestible imagery.

2. Eliciting Emotional Engagement: Destruction metaphors ("devastate," Data 7) and moral imperatives ("rights," Data 1) foster urgency by appealing to fear and ethics.

3. Bridging Science and Relatability: Economic ("$23 trillion," Data 3) and health ("pollen season," Data 10) metaphors connect ecological issues to readers' daily lives.

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However, this framing risks oversimplification. For instance, attributing heat waves solely to climate change "drives" (Data 8) may obscure regional climatic variability. Similarly, the "No-Jet Set" narrative (Data 6) valorizes individual sacrifice while sidestepping systemic critiques of the aviation industry.

By anchoring environmental issues in familiar concepts, these metaphors enhance reader engagement and underscore the immediacy of crises. The recurring use of disaster and warfare

imagery reflects a narrative strategy aimed at galvanizing public and political response to environmental degradation.

Stibbe (2015) categorizes metaphors in eco-linguistics into six types, each shaping how humans perceive and interact with nature. Below is an analysis of the metaphors identified in the New York Times articles through this framework:

1. Nature is a Competition

Metaphors framing nature as a competitive arena where humans/natural forces vie for dominance.

Example 1: “Climate change is a game changer” (Data 8).

Analysis: Positions climate change as an opponent altering the “rules” of survival, implying a zero-sum struggle. This metaphor reinforces the idea of humans needing to “win” against nature.

Example 2: “Combat climate change” (Data 10).

Analysis: Casts climate action as warfare, where humans must “defeat” an enemy (climate change). This adversarial framing emphasizes conflict over coexistence.

Implications: Such metaphors promote an anthropocentric worldview, where nature is an obstacle to overcome rather than a system to harmonize with.

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2. Nature is a Machine

Metaphors depicting nature as a mechanical system that can be controlled, fixed, or optimized.

Example 1: “Greenhouse gases” (Data 7).

Analysis: Compares the atmosphere to a greenhouse—a human-made structure designed to regulate temperature. This metaphor simplifies climate science into an engineering problem, suggesting technological solutions (e.g., geoengineering) can “fix” the system.

Example 2: “Forests turned into tinderboxes” (Data 9).

Analysis: Reduces forests to flammable objects (tinderboxes), implying they are inert, predictable systems prone to mechanical failure (fire).

Implications: Reinforces the idea that nature is a passive, controllable resource, sidelining ecological interdependence.

3. Nature is an Organism

Metaphors treating nature as a living, interconnected entity with growth, health, or sickness.

Example: “Our lush forests have turned into tinderboxes” (Data 9).

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Analysis: Implies forests are once-healthy organisms now "sick" (dried out, flammable). This aligns with Stibbe's critique of the "health" metaphor, where ecosystems are seen as needing human "healing."

Implications: While organic metaphors foster empathy, they risk oversimplifying ecosystems as singular entities rather than complex webs.

4. Nature is a Person

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Metaphors attributing human-like agency, emotions, or intentions to nature.

Example: Volcanic eruptions as "staring down a dragon" (Data 6).

Analysis: Personifies the volcano as a mythical dragon—a sentient, vengeful force. This dramatizes natural events as intentional acts of destruction.

Implications: While evocative, this metaphor risks framing nature as a capricious adversary, detaching responsibility from human-driven environmental harm.

4.2 Discussion

The findings of this study show that The New York Times employs framing strategies and metaphorical language to shape public perceptions of environmental issues throughout 2021. These strategies vary depending on the actors involved, the specific environmental crisis being reported, and the broader sociopolitical context. For instance, in reports on air pollution in Jakarta, the newspaper frames the Indonesian government as negligent, whereas coverage of drought in Madagascar adopts a scientific and humanitarian tone. Articles on rising sea levels and global economic threats illustrate the media's ability to combine empirical data with moral and emotional appeals. Metaphors such as "Jakarta sinking under the weight of dysfunction" or "coral reefs can still be saved" exemplify how The New York Times constructs narratives that emphasize human responsibility and environmental urgency.

These results position The New York Times not merely as an information provider but as a discursive agent that actively shapes environmental awareness through rhetorical and ideological choices. The use of emotionally charged and ideologically loaded metaphors underscores the notion that language is central to constructing perceptions of ecological crises. This aligns with Stibbe's argument that linguistic features can either support or resist ecological destruction (Stibbe, 2015). The metaphors in the analyzed texts are not solely aesthetic devices but function as tools to generate affective

engagement and to guide readers' interpretation of environmental responsibility and urgency.

This research aligns with and extends previous studies that have applied ecolinguistics to analyze environmental discourse in media. For example, Yuniawan, Triyono, and Purnomo (2017) examined how Indonesian online media such as Kompas and Suara Merdeka employ green discourse, revealing ideological, sociological, and biological dimensions in environmental language. Similarly, Yuniawan (2017) advocated for the integration of critical discourse analysis with ecolinguistics to explore how language choices reflect or resist environmental exploitation. These studies laid the groundwork for examining the ideological power of language in environmental contexts, which this current research further substantiates through its focus on metaphor and framing in an international news outlet.

Other studies have shown how media influence ecological ideologies through subtle rhetorical techniques. Nasir, Suprapto, and Nawangsari (2022) analyzed media advertisements and found that emotional appeals, metaphors, and framing significantly shape public attitudes toward environmental preservation. Dewi (2020) demonstrated that even simple linguistic elements in public signage in Sidoarjo encode ideological messages that reflect environmental values or neglect. Though differing in data sources, both studies underscore the importance of language in shaping ecological

awareness. Likewise, Prastio, Suharno, and Ismiyati (2021) explored the eco-semantic functions of cultural artifacts such as Lampung batik and tapis fabric, highlighting how lexical choices reflect environmental knowledge embedded in local traditions.

Internationally, Mliless and Azzaozi (2020) showed that eco-documentaries in Morocco utilize emotionally charged language and metaphors to instill fear and urgency regarding environmental degradation. Their findings are mirrored in the way The New York Times uses metaphor to foster emotional engagement. Similarly, Ebim (2016) explored oil spillage narratives in Nigeria, revealing how ideological undercurrents influence environmental representations in media. His work parallels the current findings by illustrating how metaphors and narrative framing can either empower environmental action or obscure systemic responsibility. Mirfa (2018) also analyzed metaphor use in political headlines from The New York Times, showing how rhetorical construction influences public perception. Mattew (2021) contributed a literary perspective through an eco-critical analysis of Chinua Achebe's Things Fall Apart, emphasizing how environmental degradation and cultural disintegration are intertwined. Nazish (2022), in her analysis of Greta Thunberg's speeches, found that metaphorical and assertive language plays a powerful role in mobilizing ideological change, an insight that resonates with the metaphorical strategies observed in the environmental coverage of The New York Times.

Beyond ecolinguistic research, this study contributes to critical discourse analysis by drawing parallels with studies on ideological framing in global media. Degaf, Nabila, and Amrullah (2023) showed how Indonesian news outlets employ euphemisms and dysphemisms to obscure corporate accountability and delegitimize environmental activism. Rohmatullah and Degaf (2025) examined framing in Southeast Asian and Middle Eastern media, finding that dysphemistic representations of Hamas in Channel News Asia contrast with the euphemistic framing of Palestinians in The National, illustrating how framing serves regional ideological interests. Veronika and Degaf (2024) analyzed anti-vaccine narratives and demonstrated how American and Indonesian media differently employ linguistic structures to influence public trust and policy acceptance. In a related study, Qowim and Degaf (2024) analyzed how The New York Times represented different actors in the Kanjuruhan tragedy using inclusion and exclusion strategies, revealing how news discourse selectively frames responsibility and blame.

Taken together, these studies confirm that language choices in media are deeply ideological, and the current research reinforces this understanding within the context of environmental journalism. While previous research has often focused on Indonesian or regional sources, this study expands the scope by applying ecolinguistics to

international media, revealing how metaphors and framing contribute to sustaining or resisting dominant environmental ideologies.

Although other theoretical frameworks such as critical discourse analysis (Abdullah, 2008; Musdiawardhani, 2016) and journalism theories (Amenta, Caren, Olasky, & Stobaugh, 2009; Busher & Hoffner, 2006) have been used to study media language, this research offers a distinctive contribution through its eco-linguistic lens. It does not merely examine the reporting of environmental degradation but also interrogates the discursive strategies that shape ecological worldviews. The findings suggest that The New York Times functions not only as a chronicler of environmental issues but as a key actor in constructing the narratives that inform, persuade, and mobilize public sentiment around ecological crises.

The theoretical implication of this study lies in its contribution to the expanding field of ecolinguistics by demonstrating how metaphor and framing in mainstream media serve not only as narrative tools but also as ideological instruments with ecological consequences. It validates Stibbe's framework by showing how linguistic choices either support environmental awareness or obscure ecological responsibility. Methodologically, the study underscores the value of integrating critical discourse analysis with metaphor analysis to reveal the underlying ideological forces in environmental reporting. Practically, these findings call for a more responsible and transparent use of language in environmental journalism. Media

practitioners should be conscious of the power of metaphor and framing, and environmental policymakers or advocates should consider collaborating with news organizations to promote ecologically responsible narratives. Future academic work may extend this study by conducting cross-cultural comparisons, examining other linguistic devices beyond metaphor, or applying ecolinguistics to multimedia platforms. Through such efforts, scholars and practitioners can continue to illuminate and transform the language that shapes public engagement with environmental issues.

BAB V

CONCLUSION AND SUGGESSTION

5.1 CONCLUSION

The New York Times does not always frame environmental crises as neutral or universal global issues. This study shows that this international media outlet selectively frames responsibility for environmental degradation, depending on the region, actors, and geopolitical context in which the issue is reported. In the case of developing countries such as Indonesia, direct responsibility is explicitly attributed to the government. However, when disasters occur in countries such as Madagascar or Germany, the framing tends to avoid assigning blame to specific actors and instead emphasizes structural variables or domestic political conflicts. This finding challenges the assumption that Western media consistently uphold objectivity and neutrality when reporting on environmental issues. These differing framings appear to construct a narrative hierarchy that can influence global perceptions of who is responsible and who is deserving of sympathy.

The results of this study contribute to the fields of media discourse and ecolinguistics, demonstrating that framing practices in mainstream media not only shape perceptions of reality but also reflect power relations among states, institutions, and the global public. The integration of framing analysis with Stibbe's ecolinguistic theory reveals that media language is not neutral but is instead embedded with ideologies that can shape ecological awareness and actions. The

methodological contribution of this study lies in the interdisciplinary approach that combines discursive critique with ecological inquiry, creating new opportunities for the analysis of environmental narratives in global discourse. These findings offer practical value in promoting more just and responsible environmental journalism that frames ecological issues in a more inclusive and unbiased manner.

5.2 SUGGESTION

This study is not without limitations. First, the analysis was confined to articles from *The New York Times* published during the year 2021. While this focus allowed for an in-depth exploration of environmental discourse in a reputable international media outlet, it also narrows the scope and may not reflect the broader trends in environmental journalism across other media platforms, regions, or time periods. Second, the study relied exclusively on qualitative textual analysis without incorporating methodological triangulation or audience reception perspectives. As a result, the findings provide insight into linguistic and discursive patterns but cannot fully account for how readers interpret or are influenced by the language used in the news.

In light of these limitations, several directions are suggested for future studies. Researchers are encouraged to expand the dataset by including multiple media sources across different countries and years to offer a more comprehensive view of environmental discourse in global journalism. Furthermore, future research could adopt a mixed-methods

approach that combines discourse analysis with audience studies or corpus linguistics to explore not only how environmental issues are linguistically framed but also how such framings are received, understood, or challenged by diverse audiences. Such efforts would not only enhance methodological rigor but also provide valuable insights into the actual impact of media language on public perception and ecological awareness.

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Curriculum Vitae

Safril Wahyu Setiadi was born in Pasuruan on April 24, 2000. He began his

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In the same year, he enrolled in the English Literature Program at the Faculty of Humanities, Islamic University of Maulana Malik Ibrahim Malang. During his undergraduate studies, he actively participated in various student organizations and academic activities. From 2018 to the present, he has been registered as a student in the Bachelor's degree program in English Literature at the Islamic University of Maulana Malik Ibrahim Malang.

APPENDIX

Datum of Framming In The New York Times

Datum	Frase	Type
Datum 1	Jakarta's sinking	Human Agency and Responsibility
Datum 2	Madagascar's drought	Human Agency and Responsibility
Datum 3	global economic loss	Human Agency and Responsibility
Datum 4	air travel's impac	Human Agency and Responsibility
Datum 5	The Pacific Northwest heatwave	Urgency and Immediate Consequences
Datum 6	German floods	Interconnected Impacts
Datum 7	global GDP loss	Interconnected Impacts
Datum 8	allergy-related health costs	Emotional and Scientific Appeals
Datum 9	emperor penguins	Emotional and Scientific Appeals

Datum 10	coral reefs	Emotional and Scientific Appeals
Datum 11	emissions policies	Policy vs. Individual Action
Datum 12	pandemic emissions drop	Policy vs. Individual Action

Datum of Metaphor In The New York Times

Datum	Frase	Type
Datum 1	game changer	Nature is a Competition
Datum 2	Combat	Nature is a Competition
Datum 3	Greenhouse gases	Nature is a Machine
Datum 4	tinderboxes	Nature is a Machine
Datum 5	staring down a dragon	Nature is a Person

Datum 6	Jakarta is sinking	Metaphors of Destruction and Collapse
Datum 7	The "devastation" of emperor penguins	Metaphors of Destruction and Collapse
Datum 8	Coral reefs can still be saved	Metaphors of Destruction and Collapse
Datum 9	Climate change drives Western "heat wave's" extreme records	Metaphor of agency and motiom
Datum 10	The "heat dome"	Metaphors of Agency and Motion
Datum 11	Floods "thrust" climate change to the center of the German campaign"	Metaphors of Agency and Motion