

**MEDIA NARRATIVES ON FERAL CATS IN AUSTRALIA:  
ECOLINGUISTIC PERSPECTIVE**

**THESIS**

By:

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG  
2025**

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ECOLINGUISTIC PERSPECTIVE  
THESIS**

Presented to Universitas Islam Negeri Maulana Malik Ibrahim Malang In Partial Fulfillment of the  
Requirements for the Degree of Sarjana Sastra (S.S)

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2025**

## STATEMENT OF AUTHORSHIP

The thesis entitled “Media Narratives on Feral Cats in Australia: Ecolinguistic Perspective” is my original work. I do not include any materials previously written or by another person, except those cited references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person responsible for that.

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## APPROVAL SHEET

This to certify that Mochammad Firdan Arthur's thesis entitled **Media Narratives On Feral Cats In Australia: Ecolinguistic Perspective** has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

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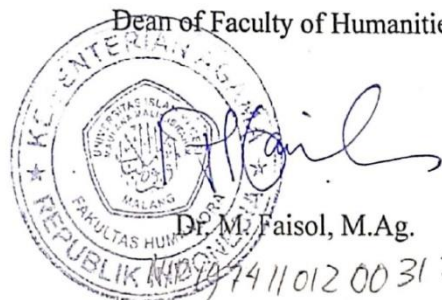
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## **MOTTO**

"It's okay to celebrate success, but it's more important to pay attention to the lessons learned from failure."

Bill Gates

## **DEDICATION**

I dedicate this thesis to my family, my lecturer, and my friends who have helped and prayed for me to complete this thesis. Also my all of my pet snakes, tarantulas, and fish that gave me stress relief after finishing every progress of my thesis.

## **ACKNOWLEDGEMENT**

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**The Researcher**

A handwritten signature in black ink, consisting of a large, stylized 'F' followed by a horizontal line and a small upward stroke.

**M. Firdan Arthur K**



## ABSTRACT

**Kurniawan, Mochammad Firdan Arthur** (2025). *Media Narratives on Feral Cats in Australia: Ecolinguistic Perspective*. Undergraduate Thesis. Department of English Literature. Faculty of Humanities. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Nur Latifah, MA. TESL.

*Keywords: Feral Cats, Media Framing, Ecolinguistic*

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This study find the structure used by ABC Australia and also analyzes how ABC News narrates the feral cats in Australia. Through the analysis, this study aims to analyze how ABC Australia uses language to construct narratives regarding feral cats within a conservation context. Employing a descriptive qualitative approach, the researcher analyzed three selected news articles published by ABC Australia throughout 2025. The analysis integrates Pan and Kosicki's (1993) Framing Analysis theory examining syntactical, script, thematic, and rhetorical structures with Arran Stibbe's (2015) Ecolinguistic perspective, specifically focusing on conviction, erasure, and salience. The findings reveal that ABC Australia utilizes a systematic and coherent framing structure, employing inverted pyramid styles and emotive diction to establish a strong "protection" frame for native wildlife. From an ecolinguistic perspective, the media employs high facticity (conviction) backed by expert consensus to present the feral cat threat as undeniable. Furthermore, the narrative uses "masks" to label cats as pests (erasure) and prominently highlights the value of native species as victims (salience). The study concludes that ABC News operates within a "Green Discourse," constructing a narrative of "invasive pests that must be eradicated" to actively shape the moral landscape of conservation and public perception.

## ABSTRAK

**Kurniawan, Mochammad Firdan Arthur** (2025). *Media Narratives on Feral Cats in Australia: Ecolinguistic Perspective*. Skripsi. Jurusan Sastra Inggris. Fakultas Humaniora. Universitas Islam Negeri Maulana Malik Ibrahim Malang. Penguji Nur Latifah, MA. TESL.

*Keywords: Kucing Liar, Pembungkahan Media, Ekolinguistik*

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Studi ini mengidentifikasi struktur yang digunakan oleh ABC Australia dan menganalisis cara ABC News menceritakan tentang kucing liar di Australia. Melalui analisis ini, studi ini bertujuan untuk menganalisis bagaimana ABC Australia menggunakan bahasa untuk membangun narasi mengenai kucing liar dalam konteks konservasi. Menggunakan pendekatan kualitatif deskriptif, peneliti menganalisis tiga artikel berita terpilih yang diterbitkan oleh ABC Australia sepanjang tahun 2025. Analisis ini menggabungkan teori Analisis Kerangka (Framing Analysis) Pan dan Kosicki (1993) yang mengeksplorasi struktur sintaksis, skrip, tematik, dan retorik, dengan perspektif Ecolinguistik Arran Stubbe (2015), khususnya berfokus pada keyakinan, penghapusan, dan kejelasan. Temuan menunjukkan bahwa ABC Australia menggunakan struktur framing yang sistematis dan koheren, dengan gaya piramida terbalik dan pilihan kata yang emosional untuk membangun kerangka “pelindungan” yang kuat bagi satwa liar asli. Dari perspektif ecolinguistik, media menggunakan tingkat faktualitas yang tinggi (conviction) didukung oleh konsensus ahli untuk menyajikan ancaman kucing liar sebagai hal yang tak terbantahkan. Selain itu, narasi menggunakan “topeng” untuk melabeli kucing sebagai hama (erasure) dan menonjolkan nilai spesies asli sebagai korban (salience). Studi ini menyimpulkan bahwa ABC News beroperasi dalam “Diskursus Hijau,” membangun narasi tentang “hama invasif yang harus diberantas” untuk secara aktif membentuk lanskap moral konservasi dan persepsi publik.

## الملخص

كورنيانوان، محمد فردان آرثر (٢٠٢٥). *سرديات وسائل الإعلام حول القطط الضالة في أستراليا: منظور اللغة البيئي*. بحث تخرج. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف: نور لطيفة، ماجستير.

الكلمات المفتاحية: القطط الضالة، التأطير الإعلامي، اللسانيات البيئية

وتحليل كيفية سرد أخبار (ABC Australia) "تهدف هذه الدراسة إلى الكشف عن الهيكل الذي تستخدمه قناة "إيه بي سي أستراليا لقصص القطط الضالة في أستراليا. ومن خلال التحليل، تسعى الدراسة إلى فحص كيفية توظيف "إيه بي سي أستراليا" للغة ABC لبناء سرديات حول القطط الضالة ضمن سياق الحفاظ على البيئة. باستخدام المنهج الوصفي النوعي، قام الباحث بتحليل ثلاثة مقالات (1993) إخبارية مختارة نُشرت بواسطة "إيه بي سي أستراليا" خلال عام 2025. يدمج التحليل بين نظرية تحليل التأطير لبان وكوسكي التي تفحص الهياكل النحوية، والسيناريو، والموضوعية، والبلاغية - وبين منظور اللغة البيئي لأران ستيني (2015)، مع التركيز - كشفت النتائج أن "إيه بي سي أستراليا" (Salience) والإبراز، (Erasure) والمحو، (Conviction) بشكل خاص على الإقناع تستخدم هيكل تأطير منهجي ومتماسك، وتوظف أسلوب الهرم المقلوب والمفردات العاطفية لتأسيس إطار "حماية" قوي للحياة البرية المحلية. ومن منظور اللغة البيئي، تستخدم وسائل الإعلام واقعية عالية (الإقناع) مدعومة بإجماع الخبراء لتقديم تهديد القطط الضالة كحقيقة لا يمكن إنكارها. علاوة على ذلك، تستخدم السردية "أقنعة" لتصنيف القطط كأفات (المحو) وتبرز بشكل لافت قيمة الأنواع (Green Discourse) "المحلية كضحايا (الإبراز). تخلص الدراسة إلى أن أخبار "إيه بي سي" تعمل ضمن "الخطاب الأخضر" حيث تبني سردية "الأفات الغازية التي يجب القضاء عليها" لتشكيل المشهد الأخلاقي للحفاظ على البيئة والرأي العام بشكل فعال.

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## **CHAPTER 1**

### **INTRODUCTION**

This chapter contains the research background, research questions, scope and limitations of the research, significance of the research, and definition of key terms.

#### **A. Background of The Study**

Australia has a serious problem going on that negatively affects its native wildlife. Every year, the population of native wildlife continues to declines. This decline occurs because of feral cats. Feral cats are also known as wild cats. Feral cats are a huge threat to biodiversity in Australia. Invasives.org.au adds that feral cats in the wild have contributed to a number of animals becoming extinct in Australia. Feral cats are among the 100 most invasive animals in the world (Lowe et al., 2000). Their presence has led to the direct impact on native species, this issue also creates a broader imbalance in the ecosystem.

Feral cats can disrupt the food chain and affect a natural balance of predator prey relationships within an ecosystem (Medina et al., 2014). They compete with native species for available resources (Lepczyk et al., 2023). They also can threaten the genetic purity of local cat populations through interbreeding. They can also carry diseases not only to other animals, but also to humans, such as. rabies. This phenomenon are commonly known as zoonosis (Robertson, 2008). When the population of native animals

decreases, the effects can be much wider, including changes in vegetation and habitat quality. This problem has encouraged the Australian government to create policies to address the issue of feral cats. Since 2015, the Australian government has declared cats as pests or threats to local ecosystems through the National Declaration: Feral Cats as Pests. According to [dceew.gov.au](http://dceew.gov.au), the government has also created regulations to control the feral cats population by shooting, fencing, baiting and trapping.

Many media outlets in Australia, including ABC Australia, raised this issue. As a news media, ABC Australia serves as a medium or channel that facilitates the transmission of messages from the sender to the intended audience (Cangara, 2006). Their role goes beyond informing the public, they also influence public awareness through the news they publish. Thus, Australians have a collective agreement to care more about their ecosystems. In ecolinguistic perspective, language is crucial in shaping environmental narratives. Language is considered a reality construction tool that shapes thoughts, attitudes and actions towards nature (Stibbe, 2015). Through language, an event can be given a certain meaning, considered a problem or not. In the context of environmental narratives, but under the right conditions, words can be chosen to activate desired frames (Lakoff, 2010). The researcher choose feral cats as the main subject because cats, which are usually considered pets, can actually cause ecological disasters that lead to the extinction of native animals. This phenomenon has

triggered the creation of nationwide policies, making it an issue of exceptionally high political and economic urgency compared to other ecological issues. This has prompted researchers to conduct studies on how ABC Australia narrates feral cats, in order to uncover the linguistic patterns used to validate these highly aggressive invasive predator management policies in the public sphere.

Therefore, this study aims to analyze how ABC Australia uses language to construct a narrative about feral cats in conservation context, by analysing the framing structures in ABC news stories about feral cats. ABC News was chosen as the primary data source due to its position as Australia's national public broadcaster, with extensive reach and high credibility in shaping public discourse on environmental policy (*Australian Broadcasting Corporation Act 1983*, 2018). Through its authoritative reporting style, ABC News plays a crucial role in setting the conservation agenda and validating wildlife management actions in the public eye. This study specifically examines how the media shapes public perceptions of conservation issues. This makes it an ecolinguistic study because, ecolinguistics not only studies language textually, but also investigates the 'stories we live by' contained within that language (Stibbe, 2015). By analyzing how language shapes human perceptions of other species (feral cats), this study reveals the mental models or ideologies that determine how humans treat their environment (Lakoff, 2010). In short, this study is ecolinguistic because it unravels the influence of language on human



behavior and interactions with life support systems (nature), where perceptions shaped by the media will directly influence society's support or rejection of certain ecological actions.

There are several studies that researched about framing and using the same theory Stibbe (2015) framework are conducted by Jabeen (2024), Muliawan et al (2024), Agwuocha & Anaekperechi (2023), and Wardana & Geubrina (2024). Jabeen (2024) revealed that an issue is framed with various concepts such as “change”, “crisis”, “struggle”, and “shared social responsibility”, which aims to strengthen readers' understanding. The writer use discursive strategies, including repetition of concepts, selection of negative words, and mentions and references to influence readers' emotions. Besides highlighting climate change as an urgent crisis with statements such as “The world is running out of time”, it also offers practical solutions such as the use of renewable energy, the development of a green economy, and the empowerment of young people and women. In conclusion, his study demonstrates that the use of effective linguistic patterns not only frames environmental topics well, but also evokes readers' individual and societal duty to solve and prevent the climate situation from worsening. Then, Muliawan et al (2024) in their research said that the ecolinguistic analysis of @griya\_Luhu framed the importance of wise use of plastic in everyday life. Individuals are encouraged to become agents of change through real action and collective awareness of the environment, by instilling values such as caring, simple living, and environmentally friendly

behavior as a lifestyle. Overall this research emphasize that language is more than just a communication tool, it is also a force that influences people's thoughts and behavior toward the world. The @griya\_Luhu account exemplifies social media's potential as an effective platform for raising environmental awareness and encouraging constructive social change. Similar research conducted by Agwuocha & Anaekperechi (2023) revealed how the media in Nigeria framed flooding through metaphors such as “angry creatures”, “landowners, war” and “health challenges”. The way the media conveyed the story greatly influenced perceptions and proposed solutions. While some researchers suggest an adaptation approach by coexisting with floods, the use of war metaphors in flood discourse aims to emphasize the seriousness of protecting the environment. The use of such language is intended to evoke emotions and encourage immediate action in flood prevention and management to maintain the balance of the ecosystem. However, although these studies have successfully proven the power of language in shaping environmental awareness, there is still a tendency for the focus to be limited. Research by Jabeen (2024) and Muliawan et al. (2024) highlights more macro environmental issues such as the global climate crisis and plastic waste management, which are educational in nature. On the other hand, the research by Agwuocha & Anaekperechi (2023) does touch on the aspect of disasters, but it remains within the context of natural phenomena ‘floods.

Other studies that discuss framing but do not use Stibbe's (2015) theory are conducted by several researchers such as Wardana & Hidayati (2024), Faraz & Saleem (2024), and Zhdanava & Rajandran (2021). Research conducted by Wardana & Hidayati (2024) discusses how mangroves are framed and uses Grounded Theory. The results of this research is framing in mangrove conservation relates to how language influences perceptions, values, and behaviors around mangrove ecosystems. This research finds that language has a major role in shaping public perception. A positive framing effect focusing on mangrove benefits for ecology, economics, and culture could heighten public support for conservation. A focus on mangrove benefits for climate regulation, biodiversity maintenance, and delivery of ecological services would raise quality in conservation policies. Public involvement and behavior can be encouraged or discouraged. Emphasizing individual advantages and responsibilities in maintaining mangroves can lead to beneficial acts like volunteering, responsible tourism, and sustainable resource use. Further research from Faraz & Saleem (2024) which uses Fairclough's (2013) and Sen's (2013) theories show how language is used to depict development in the China-Pakistan Economic Corridor (CPEC) megaproject. According to the official CPEC materials, there are 14 alternative approaches or frameworks for describing development. Economic growth is the most commonly used frame (425 times), followed by environmental development (133 times) and social development (86 times). This study demonstrates that the way

individuals talk about development can influence their opinions and decisions about large-scale initiatives such as CPEC. According to Sen (2013), sustainable development requires a balance of economic, environmental, and social factors. According to this study, initiatives like the CPEC must consider all of these factors equally. Followed by research from Zhdanava & Rajandran (2021), the theory used by this study is Van Leuwen's Social Actor theory. This study examined 27 posters from the pro vegan campaign "Go Vegan World" to better understand how nonhuman animals are portrayed through language and pictures. The results suggest that the campaign used language that frequently makes animals resemble humans, giving them personalities and emotions and displaying eye catching imagery. The themes that were identified are the value of animals, the concept of taking care of animals, the idea behind supporting animals. The messages used in this campaign are trying to change public perception about animals because a human being and an animal are equals who have a right to lead a happy life. This research work aims to explore how vegan activism can help in maintaining a peaceful coexistence between humans and animals. In conclusion, from the three researches conducted by Wardana & Hidayati (2024), Faraz & Saleem (2024), and Zhdanava & Rajandran (2021) show language is critical in changing the way people think and act towards the environment, development and animals. A significant difference in this study lies in its focus on invasive species (feral cats). While previous studies discussed language used to

support things that are 'liked' or 'beneficial', this research reveals how the media 'demonizes' animals to morally justify their extermination. By combining the theories of Pan & Kosicki and Stibbe, this study fills a gap that has not yet been addressed, namely the use of language to legitimize the elimination of one species in order to save another in the narrative of conservation.

The next research is ecolinguistic research that focuses on lexicon conducted by Yuniawan et al (2023), Abida et al (2023), Hestiyana et al (2023). The first research by Yuniawan et al (2023) addresses the ecollexicon in conservation news, which is intended to raise public environmental consciousness. This eco lexicon contains four levels of meaning: ideology, sociology, biology, and culture. The ideological dimension promotes the importance of environmental protection using words like "green campus." The sociology dimension discusses the role of society in conservation, including "conservation ambassadors." The biological dimension is concerned with the link between humans and nature, such as "biodiversity." The cultural dimension is influenced by Javanese tradition, including "gending konservasi." This eco lexicon is intended to be an educational tool and teaching resource for increasing environmental literacy. In further research conducted by Abida et al (2023) show East Java has a distinct ecological language shaped by local topography and culture. Diverse locations, such as mountains, beaches, and forests, contribute to a rich vocabulary of flora, wildlife, and protection.

Endemic species names reflect nature's diversity and the community's concern for the environment. Furthermore, vocabulary related to customary laws for protecting woods and animals represents local knowledge and traditions for preserving biodiversity and ecosystem. Similar research was conducted by Hestiyana et al., 2023. The findings indicate that there are 53 flora vocabularies for reproductive health, comprising of both basic and developed words. These flora vocabulary are classified linguistically as words with the meaning of life, and ecologically as biotic plants. Rhizomes, tubers, roots, stem bark, leaves, leaf tops, flowers, fruits, and seeds are used for reproductive health purposes and can be prepared using techniques such as boiling, cooking, beating, chewing, drinking, eating, rubbing, sticking, spraying, and pouring. This study aims to safeguard native knowledge and practices, promote environmentally responsible health services delivery, and provide a means to perpetuate culture for generations to come among Tetun communities. The flora vocabulary employed in this medical field aptly informs native comprehension regarding plant use for reproductive health purposes. The conservation of such flora vocabulary in this medical field thus serves as a means for biodiversity and environmental conservation. Consequently, more studies are recommended regarding flora vocabulary use in other fields such as reproductive health therapeutic approaches to inform a better use of this lexicon and therefore appropriate health services delivery, as well as contribution to Indonesia's rich diverse culture. Overall, This study may also serve a basis for other studies

regarding herbal plants used in male reproductive health medicine elsewhere. However, when viewed critically, these three studies still focus on independent (lexical) data collection and classification of vocabulary. They successfully answer the question “what words exist,” but have not touched on the functional distribution of these words in a broader discourse structure. There is a clear research gap here: although we know that the vocabulary “green” or “biodiversity” exists, we do not yet know how the media strategically uses or even erases these words in a news structure to sway public opinion. This study complements the findings of Yuniawan et al. (2023), Abida et al. (2023), and Hestiyana et al. (2023) by shifting from a mere inventory of vocabulary to a functional analysis. While previous research focused on data collection as an educational tool, this study dissects how the vocabulary of feral cats is placed within the framing structure of Pan and Kosicki. The aim is to uncover how these word choices work strategically in constructing narratives of power in ABC Australia's media.

Some studies that use ecolinguistic perspective, but did not analyze framing and also did not use Stibbe's (2015) theory were conducted by Putra (2023) dan Nabila et al (2023). Research conducted by Putra (2023) according to the findings, Engkos Kosasih's textbook Cerdas Berbahasa Indonesia for grades X, XI, and XII continues to lack environmental discourse. This book offers more basic environmental vocabulary, with a focus on verbs that are supposed to shape students' attitudes toward

environmental care. However, there is no debate on the environment in the grade XII book, thus there is no vocabulary to create the nature of environmental care. This study recommends that curriculum and book writers begin to integrate environment related information to help the teaching of environmentally conscious characters in the younger generation. Further research conducted by (Nabila et al., 2023) show the majority of the media's use of euphemisms and difemisms does not support environmental conservation because words that should be clearly explained to raise awareness about the environmental crisis are softened, whereas people's negative actions toward the environment are described as negative behavior. The Indonesian media employed euphemisms and difemisms to communicate facts about the Bener Dam project. Euphemisms are mostly intended to minimize the severity of environmental damage, whereas difemisms are used to portray locals' opposition to the project as bad behavior. This demonstrates that the media does not fully support environmental protection because of the shift in meaning they use when communicating information. This study cannot be generalized because it employs qualitative methods with limited data, therefore readers must be more cautious in understanding the information they read to avoid bias and manipulation. It is believed that additional research using a range of data will yield more comparison results. The study's findings suggest that there are still gaps in both the Cerdas Berbahasa Indonesia textbook and media coverage in terms of environmental awareness support. The textbooks lack



in depth environmental discourse, particularly in class XII, yet there is vocabulary that might affect the character of environmental care in pupils in grades X and XI. Meanwhile, the media employs euphemisms to downplay the gravity of environmental damage, and difemisms to depict the community's opposition to environmental projects as negative conduct. This shows that both textbooks and the media have not properly promoted environmental protection, and additional research is required to address this.

Next, research that used framing theory by Pan and Kosicki (1993) conducted by Siregar et al (2022). In the research conducted by Siregar et al (2022), They used the theory of Pan and Kosicki (1993) to explain how Kumparan.com made news to frame the Omnibus Law policy. The researcher conducted the analysis by looking at syntactical structure, script structure, thematic structure, and rhetorical structure. The result of this study by analysing using framing theory by Pan and Losicki (1993) is that Kumparan.com tends to give a negative framing to the Omnibus Law policy rather than other news media which report this policy more positively. Here, Kumparan.com favours the community rather than the government because the Omnibus Law policy itself benefits businessmen, but harms the community. The research by Siregar et al. (2022) provides a strong methodological basis for this study in terms of applying Pan and Kosicki's (1993) framing model analysis to digital media. Through syntactic, script, thematic, and rhetorical structure analysis, Siregar et al. (2022) successfully

demonstrated how media bias (Kumparan.com) was systematically constructed to criticize the Omnibus Law policy. Although this research was very effective in mapping the media's position on government policy, the focus of the analysis was still limited to the sociopolitical context and human interests.

Then, research from Wardana & Geubrina (2024) used mixed theory such as framing theory by Pan and Kosicki (1993), Vemetko and Valkenburg approach (2000), and Stibbe's ecolinguistic perspective (2015). This research show framing can affects how people perceive and respond to environmental challenges, such as orangutan conservation. Positive framing accentuates the worth and moral importance of orangutans by emphasizing their relationship with humans, instilling a sense of responsibility for their protection. Otherwise, negative framing portrays orangutans as impediments to economic progress, encouraging exploitation through narratives that encourage palm oil expansion. Though the study of Wardana and Geubrina applies the same dual theory approach, it varies in the subjects they investigate. The orangutans in the study are a much-loved and conserved species, so their conflict tale revolves around the forces of economy and conservation. The subject of the study would be feral cats, which are regarded as a threat to biodiversity. Consequently, the study aims to investigate the application of the concepts of framing and ecolinguistics in a scenario where the subject in question is not much-loved, but an invasivte one that happens to be the subject of conservation debates.

Finally, research using Stibbe's (2015) theory and also other theories was conducted by Ain et al (2021) dan Naureen & Janjua (2024). Research conducted by Ain et al (2021) examines commercials from five food companies to better understand how language is utilized delicately to transmit hidden messages that reinforce the concept of consumerism. Language in ads not only promotes items, but it also shapes how people think and perceive the world. According to Agenda Setting and Framing Theory, advertising highlight specific products and features, urging audiences to pay closer attention. This study demonstrates that commercials produce perceptions that shape consumers' reality in accordance with the company's marketing goals. Furthermore, research conducted by Naureen & Janjua (2024) reveals how The Dawn newspaper's editorials use important terms and framing strategies to raise awareness about the ecological disaster and the importance of environmental sustainability. The writings encourage prompt and joint action to address environmental degradation and biodiversity loss. Furthermore, the editorial proposes a holistic strategy that links sustainability to economic and social health. The study underlines the media's role in molding public attitudes and advancing the environmental agenda toward a more balanced and peaceful future. Ain et al. (2021) and Naureen & Janjua (2024) found that language influences environmental perceptions and awareness. Ain et al. (2021) analyze how advertising employ language to promote consumerism based on corporate goals. In their editorial for The Dawn, Naureen and Janjua emphasized the

use of framing to increase awareness of the ecological situation and urge sustainable action. Both results demonstrate that media and advertising have an essential role in affecting public opinion and promoting environmental policies. Although both studies effectively showed how media plays a fundamental role within shaping public opinion and the agenda of the environment, there is a difference within their objectives, which exemplifies the research gap within my study. While Ain et al. (2021) present more of their findings on the role of human consumption, the concept of ecological crises has been explored within the realm of wide public policy by Naureen & Janjua (2024). None of these papers have explored how media shapes the identity of ‘problematic’ species, for example, feral cats.

Looking at previous researchs, it can be concluded that there is still gap in the discussion of ecolinguistics in conservation context. Previous researchs are mostly only limited to analyzing the framing of climate change in the news and the representation of the meaning of ecolexicon. There is a discussion about conservation, but it is only limited to the framing of protected animals. To fill this research gap, the researcher will focus on invasive species, especially feral cats using Stibbe’s ecolinguistic perspective (2015) as a tool to find out how news is structured by looking at three parts, namely conviction, erasure, and salience. The reason is that researchers see these three parts as the most suitable for uncovering how the media convinces (conviction), what is covered up (erasure), and what

is highlighted (salience). The researcher also using framing theory by Pan and Kosicki (1993) to dissect the structure of news technically, such as finding the framing structure. The purpose of this research is to find out how ABC Australia used language to narrates feral cats in Australia ecosystem. Knowing this, we can understand how the media shapes public opinion, which in turn influences public support for government policies and how people act towards nature in real life.

This study aims to understand the linguistic strategies used by news media in campaigning for biodiversity and ecology issues, especially those related to invasive species such as feral cats. By filling the gap in the previous literature that only focuses on climate change framing and ecollexicon representation. This study will show how ABC Australia uses language campaigning on diversity and ecology issues, specifically invasive species such as feral cats by finding the framing structures also analysing the conviction, erasure, and salience. It is essential for the public to understand how media use language to campaigning or create stories for the conservation of local animals and the adverse effects of introduced or invasive animals.

## **B. Research Questions**

Based on the background study above, the research questions are formulated as follows:

1. What kind of framing structures are used by ABC Australia in reporting of feral cats?
2. How does ABC Australia narrates the feral cats in their news?

### **C. Significance of The Study**

Practically, this study contributes to the field of ecolinguistics by examining how ABC Australia use language to narrates feral cats in Australia ecosystem, providing insights into the relationship between animal ecology and media representation. It uses ecolinguistic perspective by Stibbe (2015) and Framing Analysis Theory by Pan and Kosicki (1993) to understand how media use language to influences public, particularly in biodiversity and invasive species. Then, highlight the role of ecolinguistics in ecological stories. This study is expected to benefit English Literature students by providing insight into how Australian news media use language in discourse on ecology. Furthermore, this study may also be useful for environmentalists in campaigning on issues of ecology and biodiversity. In addition to academic objectives, this research is expected to contribute practically to raising public awareness, specifically to increasing public understanding of the vulnerability of ecosystem balance and emphasise the urgency of biodiversity conservation efforts for environmental sustainability..

### **D. Scope and Limitation**

The scope of this research focuses on how the media reports on the issue of feral cats in nature conservation efforts in Australia. This issue was

chosen because feral cats are the main cause of extinction of native animals there, making its discussion urgent from an environmental and political perspective. The data analyzed was taken from text news reports on ABC News Australia during 2025, as this government media outlet has a major influence in shaping public opinion on environmental issues. Technically, this study uses Pan and Kosicki's news dissection method to see how the news is structured, then examines it using Arran Stibbe's Ecolinguistics theory to uncover the 'hidden messages' behind the media's use of language such as how facts are reinforced or deliberately covered up. Essentially, this study aims to take a deeper look at how the media's choice of words and style of language can influence public support for policies on the treatment of animals in the wild.

This study is limited to online news articles from ABC News to ensure consistency in the ideology of the media being analyzed. Three main articles were selected to enable an in-depth qualitative analysis of syntactic and rhetorical structures according to the Pan & Kosicki framework. The analysis is limited to the discourse on feral cats in the context of conservation, so that aspects of cats as pets outside the ecosystem context will not be discussed.

### **E. Definition of Key Terms**

This study makes use of several important terminology specified as follows:

## Ecolinguistic

Originally derived from ‘the ecology of language’, ecolinguistics gradually evolved into a general phrase including any linguistic study using an ecological viewpoint (or ecological research paying attention to language) (Zhou, 2022).

## News

News is a medium through which individuals and societies establish, sustain, and disseminate a sense of public knowledge and common understanding (Zelizer & Allan, 2011).

## Ecosystem

Ecosystem is the unity of a community of living things and their interacting environment. Ecosystems cover the entire surface of the earth, both land and water.

## Feral Cats

Feral cats are wild cats that have been domesticated over hundreds of years. This is due to the symbiotic relationship between humans and feral cats, where cats are used for pest control, providing humans with protection from pests and cats with food.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

This chapter presents the relevant theoretical basis for the research, using Stibbe's ecolinguistic perspective (2015) and Pan and Kosicki (1993) framing theory.

#### A. Ecolinguistic

Ecolinguistics is a new social science, and it influences numerous fields of knowledge (LeVasseur, 2014). Etymologically, ecolinguistics has its roots in the combination of the terms 'ecology' and 'linguistics'. Ecology itself is derived from the Greek term *oikos* or home and *logos* or science (Ludwig et al., 2019). Literally, ecology is the science of the home or earth as a habitation of human beings or the reciprocal relationship between an organism and other organisms and its physical environment. Linguistics came from Latin *lingua*, or language, and was developed into *linguistica*. Thus, ecolinguistics is an interdisciplinary science that speaks about the relationship between language and nature.

According to Haugen ecolinguistics as the study of the link between language and both the natural and social environments (Penz & Fill, 2022). Arran Stibbe describes ecolinguistics as a study of how language relates to ecology and how cultural stories shape our views about nature. Ecolinguistic was originally considered separate, linguistic deals with language and

Ecology deals with nature and ecosystems (Stibbe, 2015). Then in 1972, Einar Haugen brought his idea that studying language should be like studying nature. He said that language has its own ecology. Haugen used the concept of environment metaphorically, interpreting the environment as the community of language users (Dash, 2019). Because basically language is like a plant that needs a place to live and society is the place where language lives. Then, this is referred to as language ecology. In 1990 the term ecolinguistic emerged when Halliday at the AILA conference said that problems like classism, growthism, the destruction of species, and pollution aren't just for biologists and physicists, they are also problems for the applied linguistics community (Dash, 2019). Ecolinguistics offers a new perspective on the field of language studies, specifically how humans can build awareness of nature through language. Our thought patterns have an influence on our actions, therefore language has the power to drive us towards either ecological destruction and preservation (Stibbe, 2015). According to Stibbe (2015), the term 'ecolinguistic' is very broad and has been used in various types of research. Some studies use it in the context of social interaction and diversity, including studies on language dynamics in multicultural schools, or dialogue in specific geographical locations. On the other hand, some interpret it more literally by studying texts found outdoors, such as road signs, or examining the relationship between words in a language and objects in the surrounding environment. In fact, sometimes this term is simply used for the analysis of any text that happens to discuss

topics related to the environment, which shows how broad and varied the application of this concept is in the academic world. This diversity of approaches arises because there are different understandings of the concept of 'ecology', ranging from broad concepts such as the interaction of several things with other things, to smaller concepts related to the living environment.

Stibbe (2015) also said, ecolinguistics has varied approach because there are four various conceptualizations of the word 'ecology' itself, classified by Steffensen and Fill (2014). The first one is symbolic ecology, in which focus is on how different languages interact with one another within a social environment. The second viewpoint perceives it as sociocultural ecology, focusing on how language is responsible for society and culture construction. The third one is cognitive ecology, focusing on how the cognitive capacity of an organism determines how it is adapted to its environment. Finally, there is natural ecology, an approach that examines the relation between language and the physical and biological world.

From an ecolinguistic perspective, the way language describes animals is not merely a technical issue, but rather a way of determining the moral position of animals in the world. Stibbe (2015) divides this category to show how language can bring humans closer to or further away from animals. First, the categories of animals as resources and animals as commodities view animals as inanimate objects or tools for satisfying human needs. Stibbe explains that in industrial discourse, animals often lose their identity

as living beings. Discourse of intensive agriculture. frames animals as resources for human consumption or as commodities in an economic system (Stibbe, 2015). Here, animals are no longer considered to have feelings, but are merely “production units” that have a sale value.

Furthermore, the categories of animals as pests and animals as victims describe animals from the perspective of their usefulness and suffering. The label “pest” is used to justify violence, legitimize the killing of animals that interfere with human interests (Stibbe, 2015). In contrast, the narrative of animals as victims attempts to evoke empathy by positioning animals as parties who suffer as a result of human actions. Finally, the category of animals as kin or co-inhabitants is the most equitable form of narrative, in which animals are recognized as fellow inhabitants of the earth who have the right to live. Stibbe encourages a shift in language towards this category because viewing animals as kin or fellow inhabitants of the earth can encourage more respectful and caring relationships (Stibbe, 2015). By understanding these categories, we can deconstruct how media outlets, such as ABC Australia, shape public opinion towards certain species through their choice of words.

In ecolinguistics, language is not only about structure, grammar and sentences, but language that can make people aware of the importance of the environment. Good language is language that can be used to invite people to care about the environment. Language cannot be considered environmentally friendly if the language invites to do damage (Stibbe,

2015). So, in essence, ecolinguistics comes as a criticism of environmental issues and ecological damage that occurs. Ecolinguistics provides new forms of language that can inspire people towards the environment.

Stibbe proposes three linguistic strategies, namely conviction, deletion, and clarity, as follows:

**a. Conviction**

This concept relates to how a text convinces readers that a description of the world is true, real, certain, or conversely false and uncertain. Stibbe calls this the ‘story in people's minds’ about truth. In linguistic analysis, we look at facticity patterns, which are linguistic strategies used by writers to make their arguments sound like indisputable facts or to cast doubt on their opponents' arguments. Writers can use emphatic words such as ‘clear’, ‘certain’ or hesitant words such as ‘maybe’, ‘presumed’ also modal verb such as can, will, or must to regulate the reader's level of belief. In the climate change debate, scientific documents such as IPCC reports may use very cautious language such as ‘most likely caused by humans’ (a high but scientific level of certainty). In contrast, climate skeptics often use language with absolute factuality such as ‘global warming is a lie’ or ‘fraud’ to undermine people's trust in science, or use claims of ‘fact, not fiction’ to justify their own opinions.

## **b. Erasure**

Erasure occurs when a text systematically hides, marginalizes, or ignores important aspects of reality. This creates a narrative that the omitted elements are unimportant or unworthy of consideration. Stibbe explains that this erasure can be total (The Void not mentioned at all), or a distortion (The Mask replaced with a distorted version). If nature or animals are ‘erased’ from economic or industrial texts, then we tend to forget that human activities depend on them, so we do not feel guilty when we destroy them. In neoclassical economics textbooks, the process of making bread is often described as involving only ‘labor’ and ‘machinery/capital’, but completely omitting the role of wheat, soil, water, or the pollution produced. Nature is considered non-existent in the equation. Another example in the livestock industry is the use of the words ‘livestock’ or ‘production units’ to refer to living animals. This language erases the fact that they are living beings that can feel pain, turning them into mere objects or commodities.

## **c. Salience**

Salience is the opposite of Erasure. It is a strategy of using language or images to make something highly visible, important, and worthy of our attention. The goal is to remind readers of the existence of something that is often overlooked. The author uses concrete, specific, and vivid descriptions to stimulate the reader's imagination and empathy. The more

abstract the language (referring to ‘fauna’), the lower the salience. The more specific the language (referring to ‘the deer's trembling neck muscles’), the higher the salience. In New Nature Writing, authors do not simply refer to ‘birds’ or ‘species’. They describe them in detail, for example, ‘A starling named Max with beautiful golden feathers’. By naming and describing the unique characteristics of the animal, the writer makes it stand out ‘salient’ in the reader's mind as a valuable individual, not just part of an unimportant mass group.

In this study, Pan and Kosicki's theory and Arran Stibbe's ecolinguistics were not used separately, but were developed into a single analytical framework. Pan and Kosicki's framing structure served as a tool for technically dissecting the anatomy of ABC News reports. The results of this dissection are then evaluated in greater depth using Stibbe's ecolinguistic concepts to see whether the way the media constructs the news tends to highlight issues (salience), hide certain facts (erasure), or build absolute conviction (conviction) regarding the handling of stray cats. This combination is done so that researchers can see the direct relationship between the way the media packages the news and the resulting ecological perception impact.

## **B. Framing**

People use media as a source of news every day because the news media is an important institution in democracy. Framing is one way the media

frames an issue or news in a certain way (de Vreese, 2005). Framing is an easy way for people to understand complex information. Framing helps us to interpret the world around us and present the world to others (Kaufman et al., 2003). Stibbe said that the term 'frame' has different definitions by experts from various disciplines. Sometimes even experts in the same discipline have different definitions of framing. Using terms such as 'scheme', 'mind model', and 'script' which mean almost the same as 'frame'. These definitions simplify and unify the various definitions and terminology. Stibbe himself defines framing as mental constructs that help people interpret reality by utilizing trigger words or expressions that evoke a certain story in their thoughts. If framing is a story about a certain area of life that uses a narrow set of common knowledge (Stibbe, 2015). For example, the words 'buy' or 'purchase' may bring up images of buying and selling. Why is that? Because the words 'buy' and 'purchase' suggest a transaction between buyers and sellers. This framing can subtly guide our thoughts, as different terms emphasize particular aspects of an issue while downplaying others, ultimately shaping our understanding of the world in predictable ways.

Stibbe in his framework put forward the concept of target and source domain. The target domain is the concept being discussed, while the source domain is the concept used to explain the target domain. For example, “Borneo's forests are the Lungs of the world. The Kalimantan forest is the target domain while the lungs of the world is the source domain, which emphasizes the vital function of the Kalimantan forest as one of the largest



sources of oxygen in the world. The source domain here serves to explain the abstract concept in the target domain to a more concrete or familiar area of experience (Sullivan, 2013). The origin of concepts in the source domain is human experiences that form the basis for concept formation, and these experiences are then used to understand other concepts through metaphors. Source domain involves sensorimotor experiences, such as physical experience, visual perception, emotional experience. By using the correct source domain, we can make explanations more understandable. The choice of source domain has the potential to influence how we perceive or respond to something

In the realm of news media, framing is not only about choosing what facts to share, but also considering how those facts are presented to the public. The use of images, word choice, and placement of information in a news story can influence how readers respond to the issues presented. For example, a news story about politics can be framed as ‘New Breakthrough: Government Launches Free Lunch Program to Overcome Poverty’ or ‘Threat of Food Crisis: Rice Import Policy Draws Criticism’. These framing examples influence the audience on how they respond to the issue. By using diction such as ‘New Breakthrough’ or ‘Threat of Crisis’ the public can feel the urgency of the issue raised and create a sense of concern for the issue raised. How news presents news and framing of an issue, greatly affects public trust in the source of information. If the news presented is in line with the reader's beliefs, the credibility of the source increases, otherwise, if it

contradicts, it will be abandoned. Therefore, the media must provide accurate and factbased information. The media should not do manipulative framing.

Stibbe explains in his book that ecolinguistics and framing are related. In this case, ecolinguistics has a function as a tool to analyze how language is used in framing to create a narrative that is ecocentrism. Ecolinguistics also helps identify framing narratives that show the issue includes anthropocentrism or ecocentrism.

### **C. Framing Analysis Theory by Pan and Kosicki**

Framing Analysis was proposed by Pan and Kosicki in an article titled 'Framing Analysis: An Approach to News Discourse'. This article presents framing analysis as an approach to studying news discourse. News discourse is viewed as a socio cognitive process involving three actors, namely journalists, sources, and audiences, all of whom operate within the same culture. The authors argue that news is not an objective reflection of reality, but rather a result of collective construction.

The main objective of this approach is to map news texts into four concrete dimensions of analysis syntax, script, thematic, and rhetorical enabling researcher to gather empirical evidence on the media's framing practices. This step is seen as the foundation for analysing the news discourse process as a whole, with an expanded analysis example also presented to demonstrate the practical application of this framework.

This article explains the concept of framing from two different perspectives, namely the sociological concept and the psychological concept. The sociological concept refers to the way individuals or the media present information from a certain perspective, select information, highlight certain things, or use symbols to shape public perception. Meanwhile, the psychological concept is the way individuals process the information presented. Psychologists say that our brains store information in the form of templates or structures. These structures help our brains to organise or understand the information we receive. This article classifies framing devices in news into four categories: syntactical, script, thematic, and rhetorical structures.

#### **a. Syntactical Structure**

This syntactic structure refers to the pattern of presentation or sequence of information in a news text. News articles typically use an inverted pyramid structure, in which important information is placed at the top. Within the inverted pyramid, there is a sequential organisation of structural elements such as the headline, lead, episodes, background, and closure.

The strength of each element has a varying influence on readers in descending order, from the strongest at the top to the weakest at the bottom.

1. *The Headline*, headline is the most powerful part for activating concepts or ideas in the reader's mind because of its prominent position at the top. For example, from BBC News '*New IPBES report delivers "wakeup call" on the growing global threats of invasive species*'. The following is the title of a news article. The author directly wrote a title that gets straight to the point that invasive species has become a serious problem. Their presence in places where they do not naturally occur can cause the extinction of native mammals. By placing the main discussion point directly in the title, it can attract readers' interest from the start.
2. *Lead*, which is the next most important element that provides an initial perspective for understanding the rest of the news. A good lead will provide an interesting perspective on a news story. As we can see in this lead from BBC News, '*Global efforts to halt biodiversity loss by 2030 could be jeopardised by rising cases of invasive species. A new report from IPBES reveals the overwhelmingly negative impacts biological invasions have on people and nature, but shines hope on a turning tide for better, more collaborative, management*'. This paragraph is called the lead. Essentially, the author wants to convince the readers at the beginning of the paragraph by presenting facts by bringing claims from

IPBES that invasive species cannot be underestimated in the context of conservation.

3. *Background*, which is talk about the additional information that give the context to help readers understand the news. For example, '*the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) Invasive Alien Species Assessment found that invasive species are either fully or partially responsible for 60% of extinctions across the world*'. In this section, the author provides scientific context to the news story to give additional information to readers who are unfamiliar with the context of invasive species, by providing this information, readers can understand that this issue is really important and requiring collective awareness in understanding the impact caused by invasive species.
4. *Closure*, the last part of the syntactical structure. This part consist of summary amd strong quotation. This part serves to reinforce the framing that has been established. It usually takes the form of a quotation or a sentence from the author themselves. In addition to reinforcing the frame, closure can also signal the completion of the news story. Closure signals to readers that the news story is finished and has been presented in its entirety, even though in reality the issue

discussed may still be ongoing. Example taken from BBC News, *‘But there is more to be done ecologists have a role to play in raising public awareness and engaging with local communities, who can help monitor species via citizen-science platforms or take part in community-driven eradication campaigns’*. The following are the last paragraph from the news that giving suggestion to the ecologists to raising public awareness as a call to action to carry out the importance of invasive species to the public and local communities. The closure here serves to justify and reinforce the frame, ensuring that readers leave the text with a clear conclusion.

In the world of journalism, professionals use various techniques to make the news they write appear objective, balanced, and unbiased (Pan & Kosicki, 1993). Making the news appear fair can be a strategic way to guide readers' opinions. This technique is used in three ways, namely:

1. *Claiming Empirical Validity*, claiming truth by quoting experts, linking views to authority, and dismissing certain views by linking quotes or views to social deviance. The first method is to quote experts. By doing this, the point of view is framed as scientific truth that is difficult to refute. The arguments presented in the news may sound true and

accountable. For example, *'Based on a series of laboratory tests we conducted, consumption of Glikos X does not show any statistically significant negative effects on health. This issue is more driven by misinformation than scientific data,' explained Prof. Ahmad when contacted on Tuesday'*. This news item is about a statement by BPOM regarding an artificial food ingredient called Glikos X. The author quotes a professor who is an expert in the field of food to explain Glikos X, by citing expert opinions, the news presented can be more credible and valid.

2. *Linking to Authority*, linking views to authority, meaning here is to take sources from the government, company directors, police chiefs, and others. Taking sources from authority makes the arguments presented sound more official or legitimate. For example, *'This is not about silencing freedom of expression'*, Minister Budi emphasized at a press conference in Jakarta on Wednesday (7/30). *'Our main goal is to keep our digital space healthy and protect the public from the storm of disinformation that could damage national unity. This is a manifestation of the state's presence in protecting the democratic process'*. The author quotes the Minister to assure the public that the government's actions are aimed at maintaining a conducive environment for

democracy. Similar to ‘claiming empirical validity’, this section also provides data validity because the data sources are cited by government officials or dignitaries.

3. *Marginalising a Viewpoint*, making a viewpoint look bad by associating it with a person or group that is considered deviant by society. For example, news about the sand mining project that continues despite opposition from residents, ‘*One of the most vocal opponents is Joko, a resident who was involved in a land grabbing case in 2022. According to him, the company never conducted honest socialization with the residents. “This is not for progress, this is to destroy the future of our children and grandchildren!” he exclaimed during an interview*’. This leads readers to label the resident involved in the chaos with a negative view.

Thus, news that we often perceive as fair and neutral is not entirely accurate. This does not mean journalists must lie, but rather that the journalistic process itself involves emphasising, selecting, or framing information to make it compelling. Therefore, every news article is a constructed narrative, not a pure reflection of reality. At its core, syntactical structure is the pattern of how journalists can create an engaging hook through the headline, lead, episodes, background, and closure in the news article they write.



## **b. Script Structure**

News articles are often written in narrative form because they are easier to understand (Buozis & Creech, 2017). News reports on real events written in a chronological manner, like storytelling. News can be interesting due to several factors, namely cause and effect factors, perspective factors, character factors, and plot or story factors. In ancient times, fairy tales, myths, or legends were considered interesting because they contained all four of these factors (Ørmen & Gregersen, 2019). By adopting the same approach, news can become an engaging narrative. Additionally, to make news easier to understand and more comprehensive, the narrative in news articles also follows the 5W + 1H question pattern (Who, What, When, Where, Why, and How). The question “who” here refers to the actors present in the news story. For example, there is news about a fire at a wood factory in the Pasuruan area. The actors in this news refer to the factory owner, firefighters, factory workers, and witnesses. Then, the question “what” refers to the event that occurred in the news. For example, the event that occurred was a fire at a wood factory. Next, “when” refers to the time when the fire occurred, such as the date, time, and day. For example, the fire occurred on October 17, 2022, at 5:30 p.m. This is followed by “where” or the place where the event occurred. For example, the fire

occurred in Gadingrejo Village, Gadingrejo District, Pasuruan City, East Java. After that, “Why” asks why the event occurred. For example, the fire was caused by a problem with the chimney. Finally, “How” refers to how the event occurred. For example, the fire spread very quickly through the wood, almost burn down the surrounding buildings, and was finally extinguished after two hours. With this question pattern, readers ultimately feel they have received all the information in a complete and thorough manner. Because the news is written in a sequential manner, it gives the effect of a complete news story.

Ultimately, news is often presented in the form of a narrative or story to make it more engaging and easier for readers to understand. To achieve this, journalists adopt classical storytelling elements such as cause and effect structure and characterisation, and use the 5W+1H formula to present information in a structured and chronological manner. Ultimately, the use of this complete narrative structure gives readers the impression that they have received a complete and thorough story about an event.

### **c. Thematic Structure**

According to Pan and Kosicki, news does not only present facts, but also a hypothesis or main idea that needs to be proven.

To prove a hypothesis, news will present supporting evidence, such as supporting sentences and paragraphs. For example, *‘Global efforts to halt biodiversity loss by 2030 could be jeopardised by rising cases of invasive species. A new report from IPBES reveals the overwhelmingly negative impacts biological invasions have on people and nature, but shines hope on a turning tide for better, more collaborative, management’.*

*‘Invasive alien species are one of the five major drivers of biodiversity loss. In the first comprehensive assessment of the global impact and management of biological invasions, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) Invasive Alien Species Assessment found that invasive species are either fully or partially responsible for 60% of extinctions across the world’.*

In this paragraph, the author states that global efforts to address the growing problem of invasive animals are increasing. Then, the second paragraph provides data to support the first paragraph. This is the coherence between paragraphs, whereby if a news article has consistent coherence, it sounds professional.

Journalists have two ways of constructing their arguments in a news article. The first way is to place the main hypothesis at the beginning of the article, followed by the rest of the article as evidence. For example, *“The impact of overtourism disrupted*

*the local environment". "A study published in the Journal of Sustainable Tourism found that the tourism industry contributes around 8% of total global greenhouse gas emissions. The same study also indicated that tourism can lead to water scarcity, with some destinations experiencing a significant increase in water demand during the peak holiday season."* This news immediately concludes that the environment has been disrupted by the large number of tourists, then the conclusion is supported by data. The second approach is to begin with a concrete case to capture the reader's interest before arriving at a general conclusion. *"Last August, the picturesque Himalayan kingdom of Bhutan halved to US\$100 per night a charge levied on international tourists. The fee recognised the "important role of the tourism sector in generating employment, earning foreign exchange and boosting overall economic growth"., However, arrivals to Bhutan did not revive as expected after Covid-19 restrictions were lifted. Bhutan's predicament is no different from that of most countries in the Asia Pacific region. They are.....", "Tourism accounts for roughly eight per cent of the world's carbon emissions, linked to lodging, flights and local transport. Visitors from high income countries are responsible for most of those emissions and as travel grows so will tourism's environmental footprint."* In this news article, the author does

not immediately draw a direct conclusion but instead presents a concrete case, such as how can the local environment remain pristine with a normal number of tourists. Then, after COVID, visitors flooded in and environmental problems slowly emerged. Then gradually builds an argument leading to a general conclusion that the over tourism is the cause of the problem. All parts, both arguments and evidence, are not presented randomly. All arguments form a layered structure, where one main theme is supported or reinforced by several subthemes, then supported again by specific evidence, which serves to form a strong and logical central argument.

#### **d. Rhetorical Structure**

The rhetorical structure in a news article can be referred to as the art of persuasion, as it involves persuasive elements expressed through words. Journalists often use linguistic choices in the news they present with the aim of influencing readers.

These linguistic choices are commonly referred to as linguistic devices, such as metaphors, examples, catchphrases, depictions, and visual images. One example is “His team recently trapped and removed 42 feral cats in a two-day blitz in Glendambo, a small town 290 kilometers northwest of Port Augusta.” The author uses the word ‘removed’ in his writing. This shows that the author wants to emphasize that these feral cats are not

considered valuable or useful. In the context of the language, the word “removed” is used for items that are no longer usable or useful.

In the world of journalism, rhetorical strategies are not only about persuasive wordplay, but also about establishing factuality, which is done by building a perception that convinces readers that the news presented is objective and not opinion based. In this process, the distinction between presenting facts and persuasive actions becomes blurred. Convincing someone that something is a fact is, indirectly, an act of persuasion. For example, in media news such as Tempo, they label some of their articles as ‘research’, rhetorically creating the impression that all news published by Tempo is accountable and trustworthy.

Thus, this rhetorical function can work simultaneously. Using emotional and dramatic language makes a news story compelling, and combining this with claims of factuality in the news continuously builds a ‘label’ of truth around the news. This combination is what makes the rhetorical structure a powerful framing tool, as it not only provides a convincing perspective but also makes it seem like an existing fact.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

#### **A. Research Design**

This study is based on an interpretive paradigm, which views social reality as the result of subjective and context-dependent constructions of meaning. This paradigm is relevant to social science and humanities research because it focuses on interpretation and understanding of the world from the perspective of the subjects being studied (Mudjia, 2018). Based on this paradigm, the approach used in this study is descriptive qualitative. This approach was chosen because it aims to understand or describe a phenomenon in depth, namely how language is used to frame public opinion on environmental issues. Descriptive qualitative research is well suited for this since it allows room for a complex analysis of language within context (Cresswell, 2013).

Specifically, this study was identifying the sentences, words, image, and phrases by using Pan and Kosicki Framing Analysis theoretical framework and Arran Stibbe ecolinguistic theory, by looking at the syntactical, script, thematical, and rhetorical, also the strategy used by ABC Australia by looking at conviction, erasure, and salience structures that make up the frame. This method was employed since it attempts to understand and describe a phenomenon in depth using information from a relevant source.



## **B. Research Instrument**

The researcher is the main instrument because the researcher itself who collects, analyzes, and describes the data (Cresswell, 2013). As the main instrument the researcher is responsible for finding relevant data, observing patterns of findings, and adjusting the data to the therapy used, by being the main instrument, this role allows greater flexibility to understand the phenomenon in depth, as the researcher adapts to the complexity of the data found in the field. Thus, this approach allows the research to be more analytical and more sensitive to the social and cultural context that surrounds it.

## **C. Data and Data Source**

All data will be taken from selected news articles that talks about feral cats in Australia from ABC Australia. This online news portal was chosen because it is Australia's number one news media outlet, providing in depth coverage of stories. The data are in the form of sentences, words, phrases, and pictures. The data obtained must indicate the issue of feral cat in Australia ecosystem. The selection of articles was done selectively to ensure that the data obtained truly reflected consistent and significant news patterns related to the research topic. The data will be limited to only three news articles in 2025 that raise the issue of feral cats on ecosystems in Australia. Three news articles were selected as data because the researcher wanted to gain an in-depth understanding of how a phenomenon could occur in a specific context. This decision was also based on the theories

used, namely Pan and Kosicki's Framing Analysis theory and Ecolinguistic perspective by Arran Stibbe. These theories requires researcher to analyze each news text through four different structures, each of which contains many elements, also analysing the strategy used by ABC Australia.

#### **D. Data Collection**

Data will be collected from selected news articles about feral cats, with the main source being digital news from ABC Australia news portals publish throughout 2025. The researcher will carefully sort the news articles that raise topics relevant to the researcher's topic, namely the issue of feral cats on the local ecosystem in Australia. The researcher searches for keywords on the news portal search engine using the following keywords: feral cats, Australia, ecosystem, and conservation to obtain the wanted topics. The researcher will then read each news article that appears with these keywords and review them one by one. This is done to identify news articles that specifically focus on the framing of feral cats rather than other animals. Following this selection process, three of the most representative news articles will be chosen, downloaded, and archived as research data.

#### **E. Data Analysis**

In data analysis process, there are several steps to analyze the data. First, researcher read the entire selected article, then sort the sentences, words, phrases, and might be pictures in each article to find data that matches the four categories proposed by Pan and Kosicki, such as syntactical, script, thematic, and rhetorical structure. Researchers do not simply categorize

words or phrases, but seek to understand how these structures construct a framework. Second, the findings of this structure were not only entered into a table, but also analyzed directly using Stibbe's ecolinguistic categories. For example, researchers look at whether the choice of words in rhetorical structures emphasizes the negative aspects of stray cats (salience) or instead erases their identity as living beings (erasure). In this way, the table is not merely a place to store data, but a tool for seeing patterns of “stories we live by” that emerge from the structure of the news. Finally, the researcher interprets the data presented in the tables by examining the patterns of the four structures analyzed in each news article, investigating and accurately identifying the findings. Hereby, researcher can determine how the media creates a reasonable point of view and also uncover hidden messages and how the media shapes our perception of reality.



## CHAPTER IV

### FINDING & DISCUSSION

This chapter discusses findings and analysis that seeks the framing structure through framing theory by Pan and Kosicki (1993) and explores how ABC Australia narrates cats by analyzing conviction, erasure, and salience as proposed in ecolinguistic theory by Arran Stibbe (2015).

#### A. Findings

##### 1. News 1

Title: Shooters kill feral cats in bid to protect native species in NSW

Source: ABC News

Structure	Observation Results
Syntactical	Shooters kill feral cats in bid to protect native species in NSW. (Headline)
	Specialist shooters have killed hundreds of feral cats across New South Wales in the past year in an effort to protect native species, but conservationists say it is not a silver bullet. (Lead)
	“Introduced by the state government in October 2024, the team has shot 62 feral cats so far this year, including 42 that were killed over four days in Toorale National Park in the state's north in January. (Quotation)
	"With one feral cat able to kill at least 700 native animals a year, to remove 400 [cats] potentially puts 280,000 animals at relief from feral cat predation," he said.



	<p>She said DNA evidence showed that cats could be killing more animals than previously thought.</p> <p>"Cats were the main cause of death," Dr Moseby said.</p> <p>"We had some animals that were completely intact, hadn't even been eaten, so it would be easy to say they had died of natural causes.</p> <p>"But when we swabbed them ... we were able to demonstrate cats had actually killed them and just not eaten them afterwards."</p> <p>"Mr Pitt said it was not possible to eliminate feral cats from the landscape, but reducing the population in targeted areas could help threatened species survive."</p> <p>"We have some threatened birds like the great grass wren which nests on the ground and inhabits the low shrub," he said.</p> <p>"By removing feral cats from those specific locations, those animals are able to exist ... and hopefully their numbers can increase."</p> <p>"They are very wary and they are very stealthy so they naturally avoid human interactions ... and they tend to be fairly picky about what they eat, [so] control mechanisms like baiting haven't been nearly so successful with feral cats," Mr Hoggett said.</p> <p>"Shooting is not cost effective at a landscape scale, but it is certainly cost effective ... when looking to protect certain species.</p> <p>"The only way we found to absolutely protect animals is to put up fences that foxes and cats can't get through."</p> <p>"We are treading water ... but if there was no effort, who knows how much bigger the problem would be,"he said.</p> <p>"One year we had a lot of abortions, and I always like to know why. So we got autopsies, and [it was] toxoplasmosis," Ms Linnley said.)</p> <p>"If you have 200 abortions ... you've lost your income for the next five years. It's a huge economic loss," she said.</p> <p>"Cats were the main cause of death," Dr Moseby said. (Background)</p>
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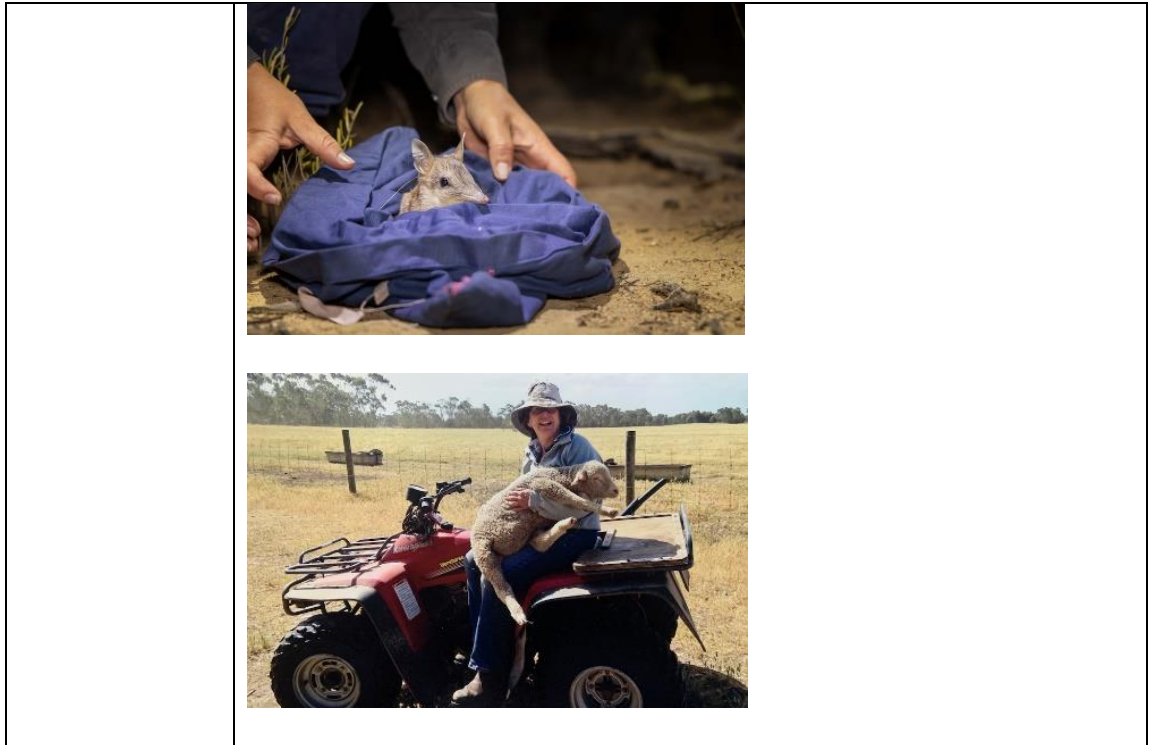
	"If you have 200 abortions ... you've lost your income for the next five years. It's a huge economic loss," she said. (Closure)
Script	Shooters were deployed to exterminate feral cats in order to protect local species. (What)
	Specialist shooters, NSW National Parks and Wildlife Service western branch director Darren Pitt, Wildlife ecologist Katherine Moseby, AWC south east regional operations manager Aled Hoggett, Merino wool grower Barbara Linnley. (Who)
	To protect native species in Australia. (Why)
	Toorale National Park, New South Wales, Australia. (Where)
	October 2024. (When)
	The shooting team uses heat detection devices and selective strategies to hunt feral cats. (How)
Thematical	Shooting feral cats in Australia is the most effective way to reduce their population in order to protect biodiversity and prevent disease, although it is not a perfect solution. (Main Hypothesis)
	<p><b>Shooters kill feral cats in bid to protect native species in NSW</b></p> <p><i>“Specialist shooters have killed hundreds of feral cats across New South Wales in the past year in an effort to protect native species, but conservationists say it is not a silver bullet.”</i></p> <p><i>The feral cat control team culled more than 400 feral cats last year</i></p> <p><i>They had the help of hundreds of cameras and thermal imaging used to identify highly populated areas.</i></p> <p><i>“Introduced by the state government in October 2024, the team has shot 62 feral cats so far this year, including 42 that were killed over four days in Toorale National Park in the state's north in Januari.</i></p>

	<p><i>NSW National Parks and Wildlife Service western branch director, Darren Pitt, said the program had already saved hundreds of thousands of native animals.</i></p> <p><i>"With one feral cat able to kill at least 700 native animals a year, to remove 400 [cats] potentially puts 280,000 animals at relief from feral cat predation," he said.</i></p> <p><b>Cats devastate native species</b></p> <p><i>Wildlife ecologist Katherine Moseby, from the University of New South Wales, has been investigating the cause of death of reintroduced native animals.</i></p> <p><i>She said DNA evidence showed that cats could be killing more animals than previously thought.</i></p> <p><i>"Cats were the main cause of death," Dr Moseby said.</i></p> <p><i>"We had some animals that were completely intact, hadn't even been eaten, so it would be easy to say they had died of natural causes.</i></p> <p><i>"But when we swabbed them ... we were able to demonstrate cats had actually killed them and just not eaten them afterwards."</i></p> <p><b>Cats devastate native species</b></p> <p><i>"Mr Pitt said it was not possible to eliminate feral cats from the landscape, but reducing the population in targeted areas could help threatened species survive."</i></p> <p><i>"We have some threatened birds like the great grass wren which nests on the ground and inhabits the low shrub," he said.</i></p> <p><i>"By removing feral cats from those specific locations, those animals are able to exist ... and hopefully their numbers can increase."</i></p> <p><i>The Australian Wildlife Conservancy (AWC) is a not for profit organisation that works to protect native animals at more than 30 sites across Australia.</i></p>
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	<p><i>AWC south-east regional operations manager Aled Hoggett said shooting was the only option to control feral cats because other pest management options proved ineffective.</i></p> <p><i>"They are very wary and they are very stealthy so they naturally avoid human interactions ... and they tend to be fairly picky about what they eat, [so] control mechanisms like baiting haven't been nearly so successful with feral cats," Mr Hoggett said.</i></p> <p><i>"Shooting is not cost effective at a landscape scale, but it is certainly cost effective ... when looking to protect certain species.</i></p> <p><i>"The only way we found to absolutely protect animals is to put up fences that foxes and cats can't get through."</i></p> <p><i>Mr Hoggett said some species, including possums and quolls, could handle the presence of cats better than others.</i></p> <p><i>While Mr Hoggett admitted feral cat control measures were not perfect, he said they saved both native species and livestock.</i></p> <p><i>"We are treading water ... but if there was no effort, who knows how much bigger the problem would be,"he said.</i></p> <p><b>Cats spread livestock disease</b></p> <p><i>Feral cats not only pose a risk to Australian wildlife, they can kill livestock too.</i></p> <p><i>Merino wool grower Barbara Linnley said feral cats were a real threat to her sheep.</i></p> <p><i>"One year we had a lot of abortions, and I always like to know why. So we got autopsies, and [it was] toxoplasmosis," Ms Linnley said.</i></p> <p><i>Toxoplasmosis is a disease caused by a parasite found in the faeces or urine of infected cats.</i></p> <p><i>It can infect all mammals including humans.</i></p> <p><i>Ms Linnley said she had about 2,000 ewes in her flock and 10 per cent died from the disease.</i></p>
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	<p><i>"If you have 200 abortions ... you've lost your income for the next five years. It's a huge economic loss," she said.</i></p>
Rhetorical	<p><b>Words/Utterances:</b></p> <p>Specialist shooters have killed hundreds of feral cats across New South Wales in the past year in an effort to protect native species, but conservationists say it is not a <b>silver bullet</b>.</p> <p>Merino wool grower Barbara Linnley said feral cats were a real <b>threat</b> to her sheep.</p> <p>Feral cats not only pose a <b>risk</b> to Australian wildlife, they can <b>kill</b> livestock too.</p> <p><b>Images:</b></p>  



Based on these syntactical components, the headline and lead provides the information of the act of killing cats 'Shooters kill feral cats' as a necessary and protective measure 'in bid to protect native species'. The author is clearly want to describe the feral cat as a scientifically validated threat that justifies lethal action. In this news the author provides 15 quotes to reinforce the news story. The background is a quote from Dr. Moseby 'Cats were the main cause of death' functions as the core scientific evidence, making cats the main offender of the ecological crisis. The closure quote then powerfully expands this threat beyond just ecology into the economy, framing the cat as the source of 'a huge economic loss'. By combining the protective action in the lead with the scientific proof in the background and the economic damage in the closure, the author frames the cat as a

multifaceted liability whose eradication is presented as a logical and necessary response.

This news story presents a complete and coherent script structure. (What) Deployment of sharpshooters to exterminate stray cats. (Who) The participants are "Specialist shooters" and the sources are expert consensus (government, scientists, NGOs, and farmers). (Why) the reason is to protect native species. (Where) New South Wales, specifically Toorale National Park. (When) Start on October 2024. (How) Utilizing thermal imaging technology.

The thematic structure of this news article is highly coherent because it builds a complete and persuasive argument with a logical and systematic flow. Its flow moves from action to justification, then to validation, and concludes with additional justification to strengthen the argument. First, the text begins by introducing the main action (the cat culling program) and immediately presents initial evidence of its success in paragraphs 1-6 . After that, the text logically shifts to strengthen the justification for why this action is necessary, by presenting the first subtheme 'Cats devastate native species'. In paragraphs 7-11 use scientific evidence (DNA testing) to frame cats as the main culprits whose impact is often underestimated, even when foxes were blamed. Next, the text systematically validates the solution of shooting under the second subtheme 'Will shooting make a difference?'. In paragraphs 12-22 pragmatically acknowledges that while it is not a perfect solution, shooting is the 'only option' that is effective compared to other methods like baiting like. Last, the news story concludes with the third subtheme 'Cats spread livestock disease', which adds a new pillar of justification that feral cats are not only an ecological

threat but also a serious economic threat to farmers in paragraphs 23-29. This sequential, logical flow from action to scientific to justification to method validation to economic justification creates a thematic structure that is highly coherent and persuasive.

Based on these rhetorical choices, direct word ‘kill’ rather than a euphemism like ‘cull’ serves to present the lethal action as a stark and necessary reality. This action is immediately justified in the headline as an effort ‘to protect native species’. This justification is strengthened in paragraph 23, which frames the cats themselves as active ‘killers’ of livestock, creating a parallel that balances the narrative. Furthermore, by including the metaphor that this is ‘not a silver bullet’, the author frames the situation as a complex problem that lacks a perfect solution. This rhetorical combination presents the shooters' actions not as cruelty, but as a logical and necessary response to a severe threat. The author also uses several photos to build the framing. By using these three specific photos, the author is building a powerful frame. This visual narrative works by first establishing the ecological conflict. The photo of the cat preying on local wildlife visually casts the cat as the active villain or ‘killer’, an image designed to evoke a strong negative response. This is immediately contrasted with the photo of the local animal being released which establishes the innocent ecological victim that needs protection. After setting up this clear moral binary, the author then strategically expands the conflict beyond just nature. The photo of the farmer who suffered a loss reframes the cat as a direct economic threat to human livelihoods. This combination works powerfully to rhetorically justify the control measures discussed in the text, as it

successfully frames the cat as a clear and present enemy on both environmental and economic fronts.

No	Conviction	Erasure	Salience
1.	Specialist shooters <b>have killed</b> hundreds of feral cats across New South Wales in the past year in an effort to protect native species, but conservationists say it is not a silver bullet.	Specialist shooters have killed hundreds of feral cats across New South Wales in the past year in an effort to protect <b>native species</b> , but conservationists say it is not a silver bullet.	"With one <b>feral cat able to kill at least 700 native animals a year</b>
2.	<b>The feral cat control team culled</b> more than 400 feral cats last year.	Mr Pitt said it was not possible to eliminate feral cats from <b>the landscape</b> , but reducing the population in targeted areas could help <b>threatened species</b> survive.	Cats devastate native species
3.	They <b>had</b> the help of hundreds of cameras	Feral cats not only pose a risk to <b>Australian</b>	" <b>We have some threatened birds like the</b>

	and thermal imaging used to identify highly populated areas.	<b>wildlife</b> , they can kill <b>livestock</b> too.	<b>great grass wren which nests on the ground and inhabits the low shrub,"</b> he said.
4.	<b>NSW National Parks and Wildlife Service western branch director, Darren Pitt,</b> said the program <b>had already saved</b> hundreds of thousands of native animals.		<b>Mr Hoggett said some species, including possums and quolls, could handle the presence of cats better than others.</b>
5.	"With one feral cat able to kill at least 700 native animals a year, to remove 400 [cats] potentially puts 280,000 animals at relief from feral cat predation," <b>he said.</b>		<b>Ms Linnley said she had about 2,000 ewes in her flock and 10 per cent died from the disease.</b>
6.	<b>She</b> said DNA evidence showed that cats <b>could be</b> killing		

	more animals than previously thought.		
7.	"Cats were the main cause of death," <b>Dr Moseby said.</b>		
8.	<b>Mr Pitt</b> said it <b>was not</b> possible to eliminate feral cats from the landscape, but reducing the population in targeted areas <b>could</b> help threatened species survive.		
9.	<b>AWC south-east regional operations manager Aled Hoggett</b> said shooting was the <b>only</b> option to control feral cats because other pest management options proved ineffective.		



10.	They <b>tend to</b> be fairly picky about what they eat, so control mechanisms like baiting haven't been nearly so successful with feral cats," <b>Mr Hoggett said.</b>		
11.	"The <b>only</b> way we found to <b>absolutely protect</b> animals is to put up fences that foxes and cats can't get through."		
12.	<b>Mr Hoggett</b> said <b>some species</b> , including possums and quolls, <b>could</b> handle the presence of cats better than others.		
13.	Feral cats <b>not only</b> pose a risk to Australian wildlife,		

	they <b>can</b> kill livestock too.		
14.	It <b>can</b> infect all mammals including humans.		

a. Conviction

Fourteen convictions were found in this news item. In the first finding, the author did not use any modality, which indicates high facticity. Sentences without modal verbs convey a high level of certainty (Stibbe, 2015). Instead of saying ‘may kill’ the writer says ‘have killed’ which is a past tense form that states that snipers have killed many cats in New South Wales. In the second finding, the author also did not use modality, which means that the author's argument has high facticity. The author uses the past tense ‘culled’ to state that the stray cat control team controlled 400 cats last year. Then, in the third finding is also written without modality. The author provides the fact that the cat hunt was also aided by surveillance cameras placed in areas where there were indications of large populations of stray cats. This data indicates that the government is serious about controlling the cat population and is aware that the presence of stray cats has a serious impact on the ecosystem in Australia.

In addition, the author also provides many opinions from experts, such as in finding 4th below, where the author writes the argument of Australian

wildlife officer Darren Pitt, who claims that this program has saved hundreds of thousands of native animals. This data does not contain any modality, so it can be said that this data is highly factual, as evidenced by the phrase 'had already saved' which is in the past tense, meaning that they have indeed done so. Indirectly, the author through the informant states that these cats are responsible for the deaths of many native animals. Next, in the fifth finding, the author quotes Darren Pitt's argument that a single feral cat can kill approximately '700' local animals per year. Killing '400' feral cats has the potential to save '280,000' native animals. By presenting this data, the author aims to provide shocking facts about feral cats by quoting an expert who directly provides the data in numerical form. This is intended to have an impact on readers, encouraging them to care more about local animals. Move to the the sixth finding, the author quotes an ecologist, Katherine Moseby. In the quote, Dr. Moseby says that DNA evidence proves that cats likely kill many more local animals than previously thought. The use of the word "could be" indicates caution. This shows that Dr. Moseby is careful in making her claims. The use of "could" opens up the possibility that the impact is greater than expected, which creates a sense of concern that this problem could turn into a worse problem. Then, in the seventh finding, Dr. Moseby also said that cats were the main factor in the death of local animals. The word 'were' is used, which indicates high facticity. From this data, the author wants to justify that cats are indeed very destructive.

In the eighth finding, the author quotes a source who says that killing all cats is not possible, but reducing their population could help native species. Here, the source uses ‘could’ which indicates a hedge or limitation. The source is very careful in presenting their argument. The point of this data is that at least reducing the population of feral cats could help save endangered species, even if not all of them.

Next, in the ninth finding , the author quotes a source who says that shooting is the only way to control stray cats rather than other methods. Based on this data, the author wants to convince readers that the cat population in NSW is so large that realistic measures are needed to control them.

After that, in the tenth finding, the author uses the source's argument that cats tend to be picky eaters, so control mechanisms using traps are not very effective. Here, the source uses hedging, as evidenced by the phrase ‘tend to’ which indicates a general habit rather than an absolute fact. From this, it can be seen that the author wants to show that the behavior of these feral cats is unpredictable and troublesome for the government.

Furthermore, in the eleventh finding of the author, through the source uses the phrases ‘the only way’ and ‘absolutely protect’, the source leaves no room for doubt. This data is considered high facticity because it does not use modality.

In the twelfth finding, the source does not use high modality; instead, he uses hedges such as ‘could’, the source was careful in making his claims. He wanted to convey that possums and quolls were at least capable of surviving the invasion of feral cats. The source showed that he was an honest and realistic expert. The author indirectly led readers to believe the source because he did not sound fanatical.

Next, in the thirteenth finding uses the negation of the word ‘only’ which means that cats potentially pose a risk on livestock not only native animals in Australia. The author builds the assumption that the risk posed by cats is widespread and can also have an effect on the economy and farmers.

Finally, in the fourteenth finding refers to parasites caused by feral cats. Here, the author uses the word ‘can’ which indicates the parasite's ability to attack humans. This finding has high facticity, indirectly leading readers to conclude that cats are not just cute animals, but also capable of transmitting parasites that harm native animals, livestock, and humans.

b. Erasure

There are three erasures found in this news article. The first finding is in the phrase ‘native species’ the author uses this phrase to generalize the object. The object here is native Australian animals that are threatened. The author does not directly mention which specific species are threatened by the presence of feral cats, but generalizes by using the phrase ‘native

animals' which leads readers to realize that the threat of feral cats does not apply to just one species, but to all.

Next, the second finding is in the phrases 'the landscape' and 'threatened species'. Through a quote from the source, phrase like 'the landscape' is meant to emphasize that the cat problem is very widespread, not limited to one place such as a national park or a forest, but has spread far and wide. 'The landscape' is a technical term that removes the concrete image of a living ecosystem (forest, desert, grassland). It can be concluded that the author wants readers to know that cats are a widespread enemy. The author also quotes the phrase 'threatened species' to frame the victims scientifically and officially, rather than emotionally. This phrase removes the image of specific individual animals and replaces it with a collective term. This allows the author to lead readers to imagine not just one or two species suffering, but all species.

Next, third finding through the source's quote, the author uses the words 'Australian wildlife' and 'livestock'. Once again, native Australian animals are generalized as a broad and scientific collective term. This indirectly builds urgency that it is not just one species that is threatened, but many species. This phrase can be referred to as 'the trace' which means a faint trace. Furthermore, the phrase 'livestock' is included in the mask that removes the original identity of farm animals and replaces their identity based on their economic function. As described by Stibbe in his analysis of agribusiness language, this is a commodity term. We no longer think of

‘sheep’ as animals, but rather as ‘assets’ or ‘stock’ associated with ‘economic losses’. The author indirectly wants to convey to readers that the presence of feral cats not only affects native animals, but also livestock and the economy of farmers.

c. Salience

In the salience section, there are five findings. The first finding highlights cats' ability to kill hundreds of native animals per year. The author does not hide the negative characteristics of feral cats, but rather states them as they are. This highlight gives readers a clear picture of how dangerous these feral cats are if left to roam freely in the Australian wilderness.

Next, in the second finding highlights the catastrophic impact caused by cats. The author does not mince words, but bluntly states that cats are disruptive. This indirectly evokes an emotional response from readers in the form of crisis and urgency.

Furthermore, the third finding highlights a protected bird species in Australia that nests on the ground. Through a quote from a source, the author highlights their nesting place so that readers immediately understand why these feral cats are considered a threat. The author wants to evoke readers' empathy to protect these birds from feral cat attacks.

Then, in fourth finding, through quotes from sources, the author highlights the ability of several local species, such as quolls and possums, to survive the threat of feral cats. The author clearly wants to give readers

hope that there are some native animals that have the potential to fight back against feral cats, unlike other native animals.

Lastly, in the fifth finding, the author provides testimony from a farmer source. The farmer claims that his livestock died from a disease caused by feral cats. Feral cats are said to spread dangerous parasites to livestock. This supports the claim that cats, which are considered cute, also carry something dangerous, such as parasites. Readers are led to view cats as a source of disease.

## 2. News 2

Title: Feral cat survey underway on K'gari (Fraser Island)

Source: ABC News

Structure	Observation Result
Syntactical	Feral cat survey underway on K'gari (Fraser Island). (Headline)
	An investigation is underway into a feral cat population threatening native wildlife on K'gari, Queensland's World Heritage-protected island. (Lead)
	"Based on observations ... we definitely look to have a high abundance of cats," senior wildlife ranger Linda Behrendorff said. (Quotation)
	"What we're trying to do now is to use trail camera data to confirm the observations that we're seeing, mainly around



	<p>abundance, density and definitely the distribution across the island."</p> <p>"Pretty much to capture them on camera is the only way to know that they are there, besides the tracks that they leave behind," Dr Behrendorff said.</p> <p>"They would have come with shipwreck victims originally, and the lighthouse keepers had cats," Dr Behrendorff said.</p> <p>"Residents on the island, they had different domestic pets as well."</p> <p>"The island is covered in trees, so they can keep away from dingoes," she said.</p> <p>"The camera activity is suggesting that most of the time they are coming out between sunset and sunrise, as opposed to the dingo sightings that are during the day."</p> <p>"We've seen a few animals, lots of dingoes, catfish in Lake Wabby, a few birds ... I wouldn't expect to see any feral cats," tourist Justis Hardy said.</p> <p>"That sort of surprises me on the face of it, but it's a big enough place," the Sunshine Coast resident said.</p> <p>"If it's big enough to be causing issues with the wildlife they'd have to figure out how to get rid of them."</p> <p>"The wongaris are a fair size and [the cats] get just as big as them, even bigger," he said.</p>
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	<p>"They're pretty intimidating to our flora and fauna.</p> <p>"We've got our wongaris, flightless parrots, pigeons, we've got our quails."</p> <p>"If a wongari eats a bait, that could kill them, or if a pigeon lands on a bait, that wouldn't be too good for them," he said.</p> <p>"We have to find the best way to eradicate the animals off this island, but in a way that is safe for country too," Mr Womal said.</p>
	<p>Until 1991 it was legal for domestic pets to be on K'gari but experts said cats had been on the island for decades. (Background)</p> <p>"They would have come with shipwreck victims originally, and the lighthouse keepers had cats," Dr Behrendorff said.</p> <p>"Residents on the island, they had different domestic pets as well."</p> <p>Dr Behrendorff said feral cats had adapted to island life and were careful to avoid K'gari's notorious apex predator — the dingo, known in the Butchulla language as the wongari.</p>
	<p>Rangers and traditional owners said once the extent of the feline population was determined they could devise a management plan. (Closure)</p> <p>"We have to find the best way to eradicate the animals off this island, but in a way that is safe for country too," Mr Womal said.</p>

Script	A survey of the feral cat population on K'gari Island was conducted because they threaten native species. (What)
	Rangers from Queensland Parks and Wildlife Service (QPWS) and Butchulla Aboriginal Corporation (BAC), senior wildlife ranger Linda Behrendorff, tourist Justis Hardy, tourist John Gillespie the Sunshine Coast resident, Butchulla land and sea ranger Kodi Womal. (Who)
	Because feral cats threatening the local species and also compete with local predators, Dingo or Wongari. (Why)
	K'gari Island, Queensland, Australia. (Where)
	February 2025. (When)
	Installation of approximately 50 trail cameras in strategic areas. (How)
Thematical	Feral cats on K'gari pose a serious threat to the island's native wildlife, prompting rangers and traditional owners to conduct a scientific survey to assess their population and plan safe management strategies. (Main Hypothesis)
	<p><b>Feral cat survey underway on K'gari (Fraser Island)</b></p> <p><i>An investigation is underway into a feral cat population threatening native wildlife on K'gari, Queensland's World Heritage-protected island.</i></p> <p><i>Park rangers and traditional owners are working to determine how prolific the cat numbers are on the world's largest sand island, which is an ecological sanctuary ripe with diverse plants and animals.</i></p>

	<p><i>"Based on observations ... we definitely look to have a high abundance of cats," senior wildlife ranger Linda Behrendorff said.</i></p> <p><i>"What we're trying to do now is to use trail camera data to confirm the observations that we're seeing, mainly around abundance, density and definitely the distribution across the island."</i></p> <p><i>Rangers from Queensland Parks and Wildlife Service (QPWS) and Butchulla Aboriginal Corporation (BAC) have strapped almost 50 trail cameras to trees across hotspots as part of a three-year survey.</i></p> <p><i>"Pretty much to capture them on camera is the only way to know that they are there, besides the tracks that they leave behind," Dr Behrendorff said.</i></p> <p><b>How did cats get on K'gari?</b></p> <p><i>Until 1991 it was legal for domestic pets to be on K'gari but experts said cats had been on the island for decades.</i></p> <p><i>"They would have come with shipwreck victims originally, and the lighthouse keepers had cats," Dr Behrendorff said.</i></p> <p><i>"Residents on the island, they had different domestic pets as well."</i></p> <p><i>Dr Behrendorff said feral cats had adapted to island life and were careful to avoid K'gari's notorious apex predator — the dingo, known in the Butchulla language as the wongari.</i></p> <p><i>"The island is covered in trees, so they can keep away from dingoes," she said.</i></p>
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	<p><i>"The camera activity is suggesting that most of the time they are coming out between sunset and sunrise, as opposed to the dingo sightings that are during the day."</i></p> <p><i>Moving under the cover of night, feral cats have not only escaped the attention of dingoes.</i></p> <p><i>"We've seen a few animals, lots of dingoes, catfish in Lake Wabby, a few birds ... I wouldn't expect to see any feral cats," tourist Justis Hardy said.</i></p> <p><i>Longtime visitor John Gillespie said he had never encountered the invasive species during his trips to the island.</i></p> <p><i>"That sort of surprises me on the face of it, but it's a big enough place," the Sunshine Coast resident said.</i></p> <p><i>"If it's big enough to be causing issues with the wildlife they'd have to figure out how to get rid of them."</i></p> <p><i>While the movements of the pests go mostly unseen, traditional owners said their presence had been felt by K'gari's fragile ecosystems.</i></p> <p><i>Butchulla land and sea ranger Kodi Womal said the feral cats competed with dingoes for food and could prey on the island's smaller native species.</i></p> <p><i>"The wongaris are a fair size and [the cats] get just as big as them, even bigger," he said.</i></p> <p><i>"They're pretty intimidating to our flora and fauna.</i></p>
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	<p><i>"We've got our wongaris, flightless parrots, pigeons, we've got our quails."</i></p> <p><i>Mr Womal said typical pest management strategies such as trapping and baiting were not an option because of the risks they posed to the World Heritage site.</i></p> <p><i>"If a wongari eats a bait, that could kill them, or if a pigeon lands on a bait, that wouldn't be too good for them," he said.</i></p> <p><i>Rangers and traditional owners said once the extent of the feline population was determined they could devise a management plan.</i></p> <p><i>"We have to find the best way to eradicate the animals off this island, but in a way that is safe for country too," Mr Womal said.</i></p>
Rhetorical	<p><b>Words/Quotation:</b></p> <p>An investigation is underway into a feral cat population <b>threatening</b> native wildlife on K'gari, Queensland's World Heritage-protected island.</p> <p>Park rangers and traditional owners are working to determine how <b>prolific</b> the cat numbers are on the world's largest sand island, which is an ecological sanctuary ripe with diverse plants and animals.</p> <p>While the movements of the <b>pests</b> go mostly unseen, traditional owners said their presence had been felt by K'gari's <b>fragile ecosystems</b>.</p> <p>"They're pretty <b>intimidating</b> to our flora and fauna.</p>

	<p>"We have to find the best way to <b>eradicate</b> the animals off this island, but in a way that is safe for country too," Mr Womal said.</p>
	<p><b>Images:</b></p>   

Syntactically, in the headline and lead, the author provides factual information that K'gari Island is currently undertaking efforts to control the cat population there.

The headline and lead sufficiently represent what the author intends to convey. The author wants to direct readers to understand that the survey is aimed at protecting local animals on K'gari Island. The author's arguments in this news article often quote 15 quotations, which the author uses to strengthen their argument and convince readers that the presence of a feral cat population is very unhealthy for the ecosystem on K'gari Island. Then, in the background, the author provides historical context about how cats came to K'gari Island. The author wants to frame this issue as a complex problem. After that, the closure section ends with statements from rangers and traditional owners, as well as a direct quote from a land and sea ranger, Kodi Womal, that action will be taken once the population of feral cats living there has been determined. Furthermore, the effectiveness and ecological safety are also taken into consideration. Overall, the author wants to leave the impression on readers that the authorities are taking a collaborative, methodical, and careful approach in dealing with this issue.

This news article fulfills the 5W+1H elements in its structure. There was a survey to track the feral cat population on K'gari Island. Officers from the Queensland Parks and Wildlife Service (QPWS) and Butchulla Aboriginal Corporation (BAC), senior wildlife officer Linda Behrendorff, tourist Justis Hardy, tourist John Gillespie who lives on the Sunshine Coast, and Butchulla land and sea officer Kodi Womal. (Why) The main reason is that feral cats threaten local species. (Where) The location is K'gari Island, Queensland, Australia. (When) The event took place in February 2025. (How) By installing 50 trail cameras in strategic locations.



Next, the thematic structure of this news article is arranged in a logical order, with paragraphs 1-6 presenting the issue and investigation. It introduces the topic of the feral cat survey on K'gari Island and explains who conducted the survey and what its purpose was. Then, paragraphs 7-12 provide historical context and explain how they came to be on the island and how they survive and adapt. Next, paragraphs 13-17 focus on the challenges, namely that the behavior of the feral cats on K'gari Island makes them difficult to see. This is supported by several quotes from visitors who say they have never seen feral cats during the day. After that, in paragraphs 18-22, the author presents a contrast to paragraphs 13-17, where even though the cats are difficult to see, their presence is very real and serious for the ecosystem. Finally, in paragraphs 23-26, the author provides a resolution and solution by discussing the challenges of using standard control methods, such as trapping and baiting, which will also affect the local ecosystem, and concludes that an investigation must first be completed in order to design an effective and safe plan for the local ecosystem. It can be concluded that this news article is thematically coherent, with each paragraph supporting the previous one.

Finally, there is the rhetorical structure. Here, the author deliberately uses diction to construct a frame for feral cats. In paragraph 1, the author uses the word 'threatening' rather than a neutral word such as 'affecting'. The author prefers words that give the impression that cats are destructive. Feral cats are positioned as antagonists to local animals. This word serves to construct a frame of conflict. After that, in paragraph 2, the author chooses the word 'prolific' to emphasize the cat population. The author does not use the word 'many' or mention 'number'. The

word ‘prolific’ implies that these cats reproduce very quickly. This also leads to the assumption that cats are not a minor problem but a major problem that can be prolonged if not addressed. Furthermore, the author chooses the word ‘pests’ in paragraph 18 to frame cats as something that is considered harmful, considered equivalent to other pests such as rats or destructive insects. Ultimately, it was socially agreed that feral cats should be exterminated. In the same paragraph, the author quotes an official statement that the presence of cats threatens the fragile local ecosystem. By using the phrase ‘fragile ecosystem’ at the end of the sentence, the author creates a contrast with the word ‘pests’. This positions the ecosystem on K’gari Island as a fragile or vulnerable victim in need of protection. Then, the word ‘intimidating’ in paragraph 20, which is a direct quote from local officials, is used to imply that their presence is dominant and causes fear. This reinforces the image of cats as powerful enemies. The author does not soften the words of the local officials. Finally, after framing the threat of feral cats through the diction used by the author and sources, such as ‘threatening’, ‘prolific’, ‘pests’, ‘fragile ecosystem’, and ‘intimidating’. Total eradication is presented as the only logical response. This justifies the use of such strong language, rather than more neutral terms such as ‘manage’. The author also provides images to support the framing, such as photos of officials conducting surveys, trail cameras used for surveying, and photos of cats at night taken with trail cameras. The author visually convinces readers that this issue is being handled by experts. The use of trail cam photos shows the officers' seriousness in managing feral cats and emphasizes that the approach taken is

scientific and objective. Ultimately, photos of cats captured by trail cams are used as concrete evidence and also validate their secretive behavior.

In short, this news frames cats as alien pests that must be exterminated. This news also reinforces the conservationist ideology about the need for systematic action to eradicate alien species in order to protect local ecosystems. In this way, it not only conveys scientific information about the impact of cats on the environment, but also serves as a tool of persuasion to normalize the policy of exterminating feral cats in Australia.

No	Conviction	Erasure	Salience
1.	<b>Park rangers and traditional owners are working to determine how prolific the cat numbers are on the world's largest sand island,</b> which is an ecological sanctuary ripe with diverse plants and animals.	An investigation is underway into a feral cat population threatening <b>native wildlife</b> on K'gari, Queensland's World Heritage-protected island.	An investigation is underway into a feral cat population threatening native wildlife on K'gari, Queensland's World Heritage-protected island.
2.	"Based on observations ... we	Park rangers and traditional owners are	Dr Behrendorff said <b>feral cats</b> had <b>adapted</b> to

	<p><b>definitely</b> look to have a high abundance of cats," <b>senior wildlife ranger Linda Behrendorff</b> said.</p>	<p>working to determine how prolific the cat numbers are on the world's largest sand island, which is an ecological sanctuary ripe with <b>diverse plants and animals.</b></p>	<p>island life and were careful to avoid K'gari's <b>notorious apex predator the dingo</b>, known in the Butchulla language as <b>the wongari.</b></p>
3.	<p><b>Rangers from Queensland Parks and Wildlife Service (QPWS) and Butchulla Aboriginal Corporation (BAC)</b> have strapped almost 50 trail cameras to trees across hotspots as part of a three-year survey.</p>	<p>While the movements of the <b>pests</b> go mostly unseen, traditional owners said their presence had been felt by K'gari's fragile ecosystems.</p>	<p>Moving under the cover of night, <b>feral cats</b> have not only <b>escaped</b> the <b>attention of dingoes.</b></p>
4.	<p>"Pretty much to capture them on camera is <b>the only</b> way to know that they are</p>	<p>"They're pretty intimidating to our <b>flora and fauna.</b></p>	<p>Butchulla land and sea ranger Kodi Womal said <b>the feral cats competed with dingoes</b> for food and</p>

	there, besides the tracks that they leave behind," <b>Dr Behrendorff said.</b>		could prey on the island's smaller native species.
5,	<b>Dr Behrendorff said</b> feral cats had adapted to island life and were careful to avoid K'gari's notorious apex predator the dingo, known in the Butchulla language as the wongari.	Longtime visitor John Gillespie said he had never encountered <b>the invasive species</b> during his trips to the island.	" <b>The wongaris</b> are a fair size and <b>the cats</b> get just as big as them, even bigger," he said.
6.	I <b>wouldn't</b> expect to see any feral cats," <b>tourist Justis Hardy said.</b>		
7.	<b>Longtime visitor John Gillespie said he had never encountered the invasive species</b>		

	during his trips to the island.		
8.	While the movements of the pests go <b>mostly</b> unseen, <b>traditional owners said</b> their presence <b>had been felt</b> by K'gari's fragile ecosystems.		
9.	<b>Butchulla land and sea ranger Kodi Womal said</b> the feral cats <b>competed</b> with dingoes for food and <b>could</b> prey on the island's smaller native species.		

a. Conviction

There are nine convictions in this news item. In the first finding, the author does not use any modality, which is referred to as high facticity. It provides solid facts and there is no doubt about them. Here, the author

claims that park rangers and traditional owners are making plans to determine how many feral cats there are on K'gari Island.

In the second finding, the author provides a quote from a forestry official to reinforce the news. In this data, the source is very confident that the feral cat population on the island is very high. This can be seen from the use of the word 'definitely', which indicates high facticity because it shows no doubt in the claim.

Next, in the third finding, the author mentions the authorities, namely two official agencies, the Queensland Parks and Wildlife Service (QPWS) and the Butchulla Aboriginal Corporation (BAC). This shows that the investigation is supported by government and indigenous authorities. As a result, readers are convinced to accept the main premise of the news that the threat of feral cats on K'gari is a serious ecological threat.

After that, the fourth finding from the forest ranger source claims that the only way to find out the feral cat population is to use trail cameras. The source uses the phrase 'the only way', indicating high facticity in the findings. By quoting the authorities, the author wants to convince readers that the threat posed by these cats is quite complex, because they are very good at hiding.

In addition, in the fifth finding, a forest ranger source said that the cats had successfully adapted to K'gari Island and had begun to hide to avoid the island's native predators. This finding also reinforces the previous finding. This finding has high facticity, as can be seen from the use of the phrase

‘had adapted’, the past tense of ‘has adapt’, which means that feral cats have long been adapted to the wild nature of K'gari Island. Therefore, sophisticated equipment is needed to track them. This finding is considered high facticity due to the claim made by the authorities.

Then, in the sixth finding, the author justifies the use of trail cameras by providing testimony from a source who is also a visitor to K'gari Island. This source shows low facticity, which can be seen from the use of the word ‘wouldn't’. The source does not make a factual statement, but rather expresses his personal assumption. Thus, the author seeks to construct an image of a hidden cat threat. This is further reinforced by testimony from another visitor who said they had never seen a cat at all on K'gari Island in the seventh finding.

Then in the eight finding, the author quotes a statement from a traditional owner who is a source. He said that the presence of these wild cats has been felt by the ecosystem of K'gari Island for a very long time. This is evidenced by the use of past tense statements. The author presents this claim as high facticity because it was said by a local authority.

Finally, the last finding uses a statement from a forest ranger source who said that feral cats have the potential to compete with dingoes or local predators and may also prey on smaller native animals.

b. Erasure

There are three findings for the erasure section. In the first finding, the author uses the term ‘native wildlife’ to describe the victims caused by feral



cats. The author does not want readers to focus on only one or two species, but rather on all native species in Australia, which are also potentially threatened by the presence of feral cats.

Next, in the second finding, similar to the first finding, the author does not specifically mention which plants and animals are threatened by feral cats by looking at the phrases used by the author ‘diverse plants and animals’. Here, the author also wants readers to empathize not only with one or two species of animals and plants, but with all living things that inhabit K'gari Island.

Furthermore, in the third finding, the author replaces the word ‘feral cats’ with the word ‘pest’. This is called ‘The mask’. The author removes the identity of feral cats and replaces it with another identity based on the impact they have, such as the word ‘pest’. The author wants readers to think that feral cats have a negative impact on the ecosystem. The author removes the impression of cats as good animals.

Then, similar to the first and second findings, fourth finding generalizes plants and animals using scientific diction such as ‘flora’ and ‘fauna’. With the same intention, the author wants readers to empathize with all animal and plant species on K'gari Island.

Finally, as in the third finding, in fifth finding the author uses the phrase ‘the invasive species’ to refer to cats. The author wants readers to equate cats with other pests that are destructive and harmful, removing the impression of cats as cute animals.

c. Salience

This news article contains six findings that indicate salience. The first finding highlights feral cats that threaten the lives of local species in the K'gari Island protected area in Queensland. The author explicitly writes about feral cats as a threat. The author wants to convince readers that cats have a negative impact on the ecosystem there.

Then, in the second finding, a statement from a forest ranger highlights the ability of feral cats to adapt to K'gari Island, even avoiding local predators such as dingoes. Here, the author does not change or soften the words spoken by the source, but writes exactly what the source said. It is clear that the author wants to emphasize to readers that feral cats are adaptive animals and have the potential to cause problems in the future.

In addition, in the third finding states that feral cats move at night to avoid dingoes. The author also claims that they avoid humans. In this finding, the author provides a clear picture to support finding number 2, which is that feral cats are able to adapt well to the environment.

After that, in the fourth finding, a statement from a forest ranger, highlights that feral cats have become competitors of dingoes in hunting for food. The author does not refine or change the words spoken by the source. The author openly leaves the statement as it is, which builds the reader's perception that feral cats are not only able to adapt to avoid dingoes, but also to hunt.

Finally, the author highlights the size of cats, which can be as big as dingoes, through a quote from the source in the fifth finding. The author provides a clear picture of their size. The author hopes that readers will understand that these feral cats are not just a common ecological problem.

### 3. News 3

Title: Thermal tech deployed to protect bilbies and night parrots from outback feral cats

Source: ABC News

Structure	Observation Result
Syntactical	Thermal tech deployed to protect bilbies and night parrots from outback feral cats. (Headline)
	Thermal scopes, wildlife cameras and bioacoustic recorders have been deployed as part of a high-tech project to track feral cats in outback Queensland. (Lead)
	"Bilbies, kowaris — which are these little marsupial mice — and the night parrot, which is pretty elusive," Desert Channels Queensland program manager Geoff Penton said. (Quotation)
	"We're keen to put effort into the feral cat control and do some serious monitoring to see if it has an impact on the native species," Mr Penton said.  "They eat a phenomenal amount of food per day," general manager Josh Gorringer said.

	<p>"Just the diversity of what they'll eat, they'll get geckos, scorpions ... it's mind-blowing."</p> <p>"We've got monitoring systems out, cameras, acoustic recorders," Mr Gorringe said.</p> <p>"Feral cats are relentless hunters that don't recognise property boundaries," he said.</p> <p>"Innovative collaborative partnerships increase our chances of successfully managing such a damaging pest species," he said.</p> <p>"For threatened species like the greater bilby, kowari, night parrot, and plains-wanderer, this is an important project."</p> <p>"This was an opportunity for national unity on one of the biggest drivers of extinction in Australia — an issue which farmers and rural communities are deeply passionate about," advocacy director Jack Gough said.</p> <p>"It's a concerning signal and we are urgently seeking further information about why."</p> <p>"We are working with the Commonwealth and other agencies to refine and implement the Feral Cat Threat Abatement Plan," she said.</p> <p>"There's absolutely no doubt that when the rat numbers drop off, those cats will be looking for what else they can eat," he said.</p> <p>"They will be very destructive ... and have a [serious] impact on our native species.</p>
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	<p>"That partnership is vital — collaboration across multiple players and properties is really the only way to go."</p> <p>"Feral cats don't see property boundaries," she said. (paragraph 28)</p> <p>"This is a problem we can't fight alone."</p> <p>"They've got very sharp teeth and big pointy ears but they're very cute," she said.</p> <p>"It's important to preserve what we have left of them, because they're quite endangered."</p>
	<p>A group of pastoralists, state agencies, First Nations rangers, and conservation groups in the state's west have teamed up to protect iconic species from the predator through increased monitoring and control programs. (Background)</p>
	<p>McKinley Shire mayor Janene Feegan said the Julia Creek dunnart, a mouse-like marsupial, is one of the town's main attractions. (Closure)</p> <p>"They've got very sharp teeth and big pointy ears but they're very cute," she said.</p> <p>"It's important to preserve what we have left of them, because they're quite endangered."</p>
Script	<p>Deployment of thermal technology to protect local wildlife in Queensland. (What)</p>
	<p>Desert Channels Queensland program manager Geoff Penton, Queensland's Department of the Environment, Tourism, Science and Innovation (DETSI) deputy director-general Ben Klaassen, Josh Gorringer Mithaka Aboriginal Corporation (MAC), Jo Axford from</p>

	Bush Heritage, McKinley Shire mayor Janene Feegan, advocacy director Jack Gough. (Who)
	Feral cats prey on birds, reptiles, insects, and small mammals in Queensland. (Why)
	Channel Country Outback, Queensland, Australia. (Where)
	Early 2025. (When)
	The main strategy for the success of this program relies on cross-institutional collaboration, whereby data collected by traditional rangers is sent to 12 conservation organizations. Control efforts in the field include ground shooting and selective trapping, supported by advanced technology such as thermal scopes, cameras, bioacoustic recorders, heat sensors, and smart traps. (How)
Thematical	Cross-agency collaboration in Queensland utilizing advanced technology such as thermal scopes and wildlife cameras is an important strategy for protecting rare species from the threat of feral cats, although the state government's policy has faced criticism for deviating from the national plan. (Main Hypothesis)
	<p><b>Thermal tech deployed to protect bilbies and night parrots from outback feral cats</b></p> <p><i>Thermal scopes, wildlife cameras and bioacoustic recorders have been deployed as part of a high-tech project to track feral cats in outback Queensland.</i></p> <p><i>A group of pastoralists, state agencies, First Nations rangers, and conservation groups in the state's west have teamed up to protect iconic species from the predator through increased monitoring and control programs.</i></p>

	<p><i>"Bilbies, kowaris — which are these little marsupial mice — and the night parrot, which is pretty elusive," Desert Channels Queensland program manager Geoff Penton said.</i></p> <p><i>The conservation group will coordinate the project alongside Queensland's Department of the Environment, Tourism, Science and Innovation (DETSI) across 180,000 hectares of south-west Queensland.</i></p> <p><i>"We're keen to put effort into the feral cat control and do some serious monitoring to see if it has an impact on the native species," Mr Penton said.</i></p> <p><i>Despite Queensland being the only state not to sign on to the federal government's national plan, the project has received almost \$500,000 in commonwealth funding.</i></p> <p><i>Advocates for the nationally coordinated plan have criticised Queensland's approach, but the state government said it was serious about managing feral cats.</i></p> <p><b>Technology and collaboration</b></p> <p><i>In the state's far south-west rangers from the Mithaka Aboriginal Corporation (MAC) have been installing high-tech equipment to record the impact of the feral cats.</i></p> <p><i>"They eat a phenomenal amount of food per day," general manager Josh Gorringe said.</i></p> <p><i>"Just the diversity of what they'll eat, they'll get geckos, scorpions ... it's mind-blowing."</i></p>
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	<p><i>The rangers will collect the cameras in a few weeks and send the data to the 12 organisations that make up the Channel Country Threatened Species Partnership (CCTSP).</i></p> <p><i>"We've got monitoring systems out, cameras, acoustic recorders," Mr Gorringe said.</i></p> <p><i>DETSI deputy director-general Ben Klaassen said the eight monitoring sites stretched across 500,000ha of Channel Country represented a doubling of control efforts.</i></p> <p><i>"Feral cats are relentless hunters that don't recognise property boundaries," he said.</i></p> <p><i>Mr Klaassen said control methods such as ground shooting and trapping using technology including thermal imaging scopes would be used.</i></p> <p><i>"Innovative collaborative partnerships increase our chances of successfully managing such a damaging pest species," he said.</i></p> <p><i>"For threatened species like the greater bilby, kowari, night parrot, and plains-wanderer, this is an important project."</i></p> <p><b>Major extinction drivers</b></p> <p><i>But Queensland's decision late in 2024 to pull out of the national Feral Cat Threat Abatement Plan has been criticised by the Invasive Species Council, which advocates for increased funding and programs to combat feral pests.</i></p> <p><i>"This was an opportunity for national unity on one of the biggest drivers of extinction in Australia — an issue which farmers and rural communities are deeply passionate about," advocacy director Jack Gough said.</i></p>
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	<p><i>"It's a concerning signal and we are urgently seeking further information about why."</i></p> <p><i>But a spokeswoman for DETSI said the department was serious about protecting threatened species.</i></p> <p><i>"We are working with the Commonwealth and other agencies to refine and implement the Feral Cat Threat Abatement Plan," she said.</i></p> <p><b>Cat-and-mouse game</b></p> <p><i>After several years of rat and mouse plagues, Mr Penton said the felines could be found on properties, in towns and were able to survive in sandy desert country or on stony plains.</i></p> <p><i>"There's absolutely no doubt that when the rat numbers drop off, those cats will be looking for what else they can eat," he said.</i></p> <p><i>"They will be very destructive ... and have a [serious] impact on our native species.</i></p> <p><i>"That partnership is vital — collaboration across multiple players and properties is really the only way to go."</i></p> <p><i>Jo Axford from Bush Heritage, one of the partners involved in the project with several properties in the south-west, said the animals were an "insidious problem" for land management.</i></p> <p><i>"Feral cats don't see property boundaries," she said.</i></p> <p><i>"This is a problem we can't fight alone."</i></p>
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	<p><i>Along with their role in the ecosystem, many of the native species are also key tourism drawcards.</i></p> <p><i>McKinley Shire mayor Janene Feegan said the Julia Creek dunnart, a mouse-like marsupial, is one of the town's main attractions.</i></p> <p><i>"They've got very sharp teeth and big pointy ears but they're very cute," she said.</i></p> <p><i>"It's important to preserve what we have left of them, because they're quite endangered."</i></p>
Rhetorical	<p><b>Words/Utterances:</b></p> <p>Thermal tech deployed to <b>protect</b> bilbies and night parrots from outback feral cats.</p> <p>"They eat a <b>phenomenal amount</b> of food per day," general manager Josh Gorringer said.</p> <p>"Just the diversity of what they'll eat, they'll get geckos, scorpions ... <b>it's mind-blowing.</b>"</p> <p>"Feral cats are <b>relentless hunters</b> that don't recognise property boundaries," he said.</p> <p>"Innovative collaborative partnerships increase our chances of successfully managing such a <b>damaging pest species</b>," he said.</p> <p>"For threatened species like the greater bilby, kowari, night parrot, and plains-wanderer, this is an <b>important project.</b>"</p> <p>But Queensland's decision late in 2024 to pull out of the national Feral Cat Threat Abatement Plan has been criticised by the Invasive</p>

Species Council, which advocates for increased funding and programs to **combat feral pests**.

"They will be **very destructive** ... and have a **[serious] impact** on our native species.

"This is a problem **we can't fight alone**."

Along with their role in the ecosystem, many of the native species are also **key tourism drawcards**.

"They've got very sharp teeth and big pointy ears but **they're very cute**," she said.

**Images:**





Syntactically, the author of this fifth news article wants to highlight the tools being used ‘Thermal tech’, ‘Thermal scopes, wildlife cameras and bioacoustic recorders’, and labels the entire effort as a ‘high-tech project’. This frame directs the reader to view the feral cat control effort not as an ordinary hunt, but as a modern, scientific, and professional operation. The goal is to build credibility and show that the effort to protect native species is being carried out using serious and advanced methods. This news article is also written with a strong argumentative basis, as the author includes 18 direct quotes from various sources to strengthen the arguments being built. After that, based on these quotes, the author wants to build a frame of a ‘united effort to protect a valuable community asset’. In the background section, the author shows a very broad collaboration involving pastoralists, state agencies, First Nations rangers, and conservation groups. This frames the effort as a solid movement supported by all parties. Then, this frame is reinforced in the closure section with quotes from the mayor, which function to provide justification for this united effort. By mentioning the dunnart as ‘one of the town's main attractions’, ‘very cute’, and ‘quite endangered’, the author frames the native wildlife not only as an ecological asset but also as an economic and emotional asset that is important to the local community.

Based on the script analysis, the syntactic elements in this news article are complete. The author frames a major initiative in the Queensland Outback (Where) in early 2025 (When). The core issue (Why) is the serious threat posed by feral cats preying on a variety of local animals, from reptiles to small mammals. As a solution (What & How), advanced technology such as thermal scopes, cameras, and smart

traps are being deployed. However, the key to success that is most highlighted is the spirit of cross-agency collaboration; data is collected by Indigenous rangers in the field and shared with 12 partner organizations. This effort brings together various stakeholders (Who), ranging from program managers (Penton), government officials (Klaassen), Indigenous representatives (Gorringer), conservation groups (Axford, Gough), to local mayors (Feegan).

Thematic coherence is evident in the article's strong logical flow, which moves systematically from the specific to the general. The text opens by introducing a specific high-tech project in Queensland, complete with its implementers and objectives in paragraphs 1-7. The flow then moves on to detail the implementation of the project in the field, explaining the scale, control methods, and the importance of collaboration in paragraphs 8-17. After that, in paragraphs 18-22 the context is expanded to the political arena, presenting the controversy surrounding Queensland's withdrawal from the national plan, complete with criticism and government responses. Finally, the narrative closes by expanding on the justification for why this action is important, shifting to future threats (post-rat plague) and adding tourism as a new reason for protecting endangered species in paragraphs 23-33.

Ultimately, the author seems to want to convince readers that this massive effort is very important and justifiable. The author rhetorically paints a stark contrast between wild cats, described as relentless hunters and damaging pest species with mind-blowing impacts. On the other hand, native animals are framed as precious victims, not only ecologically important but also economically valuable (key

tourism drawcards) and emotionally appealing (very cute). By creating a deep divide between these ‘destructive’ 'monsters' and precious ‘victims’, the author effectively builds a justification that this collaborative project is the only logical and urgent response. The author posted these photos seemingly to frame cats as a threat. The photos of detection tools and small local animals visually construct a narrative of a serious scientific investigation to protect vulnerable victims. The author also uses a photo of a wild cat relaxing as a powerful rhetorical choice. This image creates a clever contrast: the cat does not look like a monster, but rather appears normal and tame. This subtly frames wild cats as “silent killers” whose impact is not visible on the surface, thus proving why sophisticated tools are needed to uncover their true threat.

No	Conviction	Erasure	Salience
1.	<b>A group of pastoralists, state agencies, First Nations rangers, and conservation groups in the state's west have teamed up to protect iconic species from the predator through</b>	A group of pastoralists, state agencies, First Nations rangers, and conservation groups in the state's west have teamed up to protect <b>iconic species</b> from the <b>predator</b> through increased monitoring and control programs.	<b>"Bilbies, kowaris which are these little marsupial mice and the night parrot, which is pretty elusive,"</b> Desert Channels Queensland program manager Geoff Penton said.

	increased monitoring and control programs.		
2.	In the state's <b>far south-west rangers from the Mithaka Aboriginal Corporation (MAC)</b> have been installing high-tech equipment to record the impact of the feral cats.	"We're keen to put effort into the feral cat control and do some serious monitoring to see if it has an impact on the <b>native species</b> ," Mr Penton said.	"Just the diversity of what they'll eat, <b>they'll get geckos, scorpions</b> ... it's mind-blowing."
3.	"They eat a phenomenal amount of food per day," <b>general manager Josh Gorringe said.</b>	"Innovative collaborative partnerships increase our chances of successfully managing such a <b>damaging pest species</b> ," he said.	"Feral cats are <b>relentless hunters</b> that don't <b>recognise property boundaries</b> ," he said.
4.	<b>DETSI deputy director-general Ben Klaassen</b> said the eight monitoring sites stretched across 500,000ha of Channel	But Queensland's decision late in 2024 to pull out of the national Feral Cat Threat Abatement Plan has been criticised by the Invasive	"For threatened species like <b>the greater bilby, kowari, night parrot, and plains-wanderer</b> , this is an important project."



	Country represented a doubling of control efforts.	Species Council, which advocates for increased funding and programs to combat <b>feral pests</b> .	
5.	<b>Mr Klaassen</b> said control methods such as ground shooting and trapping using technology including thermal imaging scopes would be used.	"They will be <b>very destructive</b> ... and have a serious impact on our <b>native species</b> ."	McKinley Shire mayor Janene Feegan said the Julia Creek dunnart, a <b>mouse-like marsupial, is one of the town's main attractions</b> .
6.		Jo Axford from Bush Heritage, one of the partners involved in the project with several properties in the south-west, said the animals were an <b>"insidious problem"</b> for land management.	"They've got <b>very sharp teeth and big pointy ears but they're very cute</b> ," she said.

a. Conviction

There are six convictions in this news article. The first finding shows collaboration between a group of herders, government agencies, indigenous forest rangers, and conservation groups. Verbs such as “have teamed up” in the past tense are used to indicate that this collaboration has been established to protect local species from the threat of feral cats. This finding is high in facticity because the verbs used prove that the collaboration has already taken place.

The second finding provides information from west rangers from the Mithaka Aboriginal Corporation about installing sophisticated equipment to monitor the impact of feral cats. This finding is high in facticity because the verb “have been installing” indicates that the equipment has already been installed.

In the third finding, the author quotes a general manager who said that feral cats eat large portions per day. This is considered high facticity because it is stated by an authorized authority.

Then, in the fourth finding, a quote from the deputy director says that 8 widely distributed monitoring sites claim there has been an increase in casualties caused by them. This finding is considered high facticity because it is a direct claim from the deputy director of this surveillance project.

Finally, extermination methods such as shooting and trapping using thermal scopes will be used. This indicates high facticity because the claim was made directly by the deputy director.

b. Erasure

There are five findings that indicate erasure. In the first finding, the author uses the term ‘iconic species’ to refer to native animals. The author wants to give the impression that these animals protected by the government are unique and need to be protected from feral cats.

Then, in the second finding, the source quoted by the author uses the phrase ‘native species’ to give the impression that all native animals must be protected, not just a few species.

Furthermore, in the third finding, the source uses the phrase ‘damaging pest species’ to refer to feral cats. This gives the impression that feral cats are a destructive pest species. This phrase eliminates the perception of cats as cute and adorable animals.

In addition, in the fourth finding, the author uses the phrase ‘feral pets’. Once again, the author wants to frame feral cats as pests that are harmful to humans.

Next, in the fifth finding, the phrase ‘very destructive’ removes the nature of cats as spoiled, cute animals, etc. Here, cats are considered to have destructive properties and a serious impact on the local ecosystem. In this finding, the phrase ‘native species’ is also found, which generalizes the animals that live here. With that, the author wants to build the assumption that all local animals in Australia have the potential to become extinct due to the presence of feral cats.

Finally, in the last finding, a source uses the phrase ‘insidious problem’ to eliminate the identity of cats as living creatures. The author wants to convey to readers that cats are a hidden problem.

c. Salience

Five findings indicating salience were discovered. In the first finding, the author clearly quotes a statement from a field officer who highlights the nature of several local animals such as bilbies, kowaris, and small marsupials as animals that are difficult to catch.

Then, in the second finding, the author quotes a source who mentions the prey that is likely to be eaten by feral cats. The author wants to highlight the impact of the presence of feral cats.

In the next finding, the author, through a source quote, highlights the merciless nature of feral cats and their lack of understanding of property boundaries. They will hunt anything they see. With this, the author wants to establish the notion of cats as opportunistic predators.

Next is the fourth finding, in which the author provides a quote from a source that clearly highlights various endangered animals that are important to protect, such as the greater bilby, kowari, night parrot, and plains wanderer. The author wants readers to understand which species are endangered.

Finally, in fifth and sixth finding, the author quotes a statement from a mayor highlighting one of these local animals that has become a major attraction in the city. The mayor also describes the animal as very cute. The

authors included the mayor's quote to encourage readers to consider these local animals, which are not only unique but also have the potential to generate domestic income. This makes protecting these local animals from feral cats a top priority.

## **B. Discussion**

Findings in ABC Australia news show that they do not use a single structure, but rather a systematic, coherent, and layered framing structure that is consistently displayed in the news. Pan and Kosicki's framing structure reveals how these four framing structures, namely syntactic, script, thematic, and rhetorical, work together to construct a persuasive argument.

Syntactically, all news items use an inverted pyramid structure. The headline and lead serve to establish the main frame at the beginning of the news item. Then, the Background and Closure sections are strategically used to provide scientific and economic justification for the framework that has been constructed. In terms of script, the findings from the three news stories analyzed show a completeness in conveying the news. ABC Australia fulfills all the elements of 5W+1H (What, Who, Why, Where, When, and How). This completeness is crucial. As explained by Pan and Kosicki, this completeness gives readers the impression that they have received complete information. This makes the narrative feel complete and factual. Thematically, the findings show that the hypotheses of the three news stories analyzed are built from very logical and coherent arguments. The arguments presented are not random, but follow a clear line of reasoning. It begins with

the identification of the problem, which is supported by scientific evidence presented by expert sources through scientific quotations. Then, the solution is verified, explaining that certain actions are necessary from a pragmatic point of view. After that, the problem is expanded to areas relevant to humans, such as economic impact or tourism value. This logical thematic flow serves to gradually lead the reader to the conclusion desired by the author. In the rhetorical section, the findings reveal the use of highly persuasive and consistent diction and visuals. The author intentionally uses diction such as 'threatening', 'devastate', and 'intimidating' also provides strong visuals such as photos of victims and feral cats to reinforce the frame. Basically, ABC Australia uses a scripted, thematically logical, and rhetorically persuasive framing structure, all wrapped in an inverted pyramid syntactic structure to build a coherent argument justifying the impact of feral cats and the control measures taken.

After analyzing the findings using a framing structure based on Pan and Kosicki's framing analysis theory, ABC News was then analyzed using Arran Stibbe's ecolinguistic theory to find out how ABC News Australia narrates cats. The findings show that the narrative constructed by ABC Australia in the three news stories is very consistent in narrating wild cats as 'pests that must be exterminated'. There are three ecolinguistic strategies, namely Conviction, Erasure, and Salience. Conviction in the news published by ABC Australia uses a lot of scientific data presented by expert or authoritative authorities to convince readers that feral cats threaten

Australia's native animal population. Then, there are modal verbs and adverbs of certainty that also support the scientific claims of the source, such as the words 'can', 'definitely', 'would', 'will', etc. This can also increase certainty in news delivery (Potter, 1996). In addition, ABC Australia also makes claims without modality, which means that the claims presented increase the facticity of the argument that cats have a negative impact on the ecosystem (Stibbe, 2015). The absence of modality indicates categorical assertions or the highest level of facticity, which effectively frames the negative impact of cats as an indisputable fact (Richardson, 2007). ABC Australia also uses hedges or qualifications to make the news text balanced and realistic.

Then, ABC News uses erasure to hide or eliminate aspects of reality that could weaken its argument. ABC Australia uses masks to cover up the intrinsic value of feral cats by using words such as 'pests', 'predators', and 'invasive species'. This is done with the aim of leading readers to think that the presence of cats in the Australian wilderness is harmful to the wildlife. Feral cats here are labeled with a mask that has negative connotations. This removes the impression of cats as good animals (Trampe, 2001). In addition, to reinforce the framing of feral cats, the author also generalizes or traces to build concern for local animals and plants. ABC Australia uses words such as 'native animals', 'threatened species', 'flora', and 'fauna' instead of mentioning the specific species threatened by feral cats. ABC generalized their findings to suggest that not just one or two local species were

threatened, but the entire species (Leeuwen, 2008). This strategy led readers to believe that cats were indeed a threat to all native animal species.

Finally, researcher found salience in the three news stories analyzed. Salience highlights how text makes an object stand out (Entman, 1993). In the first news story, ABC News highlighted their ability to kill hundreds of native animals per day. This highlights the scale of the threat posed by feral cats. Similarly, ABC focused on the harmful effects of feral cats in Australia. Then, ABC focused on the victims caused by feral cats. One way they did this was by highlighting the behavior of these native animals. This was intended to provide a clear picture that these native animals are very vulnerable and need protection from the threat of feral cats. In addition, ABC also highlighted another victim, namely livestock, which is also affected by feral cats through disease transmission, causing losses to farmers. ABC News wanted to illustrate that feral cats are not only dangerous to local animals, but also to livestock. In the second news item, ABC highlighted an investigation into feral cats on K'gari, Queensland. K'gari Island is referred to here as a protected World Heritage Island. ABC wants readers to understand that K'gari Island is a beautiful place filled with local species that must be protected. In addition, ABC again highlighted feral cats as adaptive predators. They are able to adapt to the natural conditions on the island, even avoiding the island's native predators. They are also difficult to spot due to their adaptation to hiding. Their size is also highlighted because they are able to grow as large as local predators, which



causes competition between predators and results in dingoes, the local predators, losing their natural prey. Here, ABC focuses more on feral cats. Once again, ABC wants to strengthen the view that cats are animals that need to be exterminated. In the third news item, ABC focuses more on the types of local animals that are likely to be threatened. Here, ABC would like to explain how important it is to protect these animals from attacks by feral cats. Not only are they important to the ecosystem, they can also be used as tourist attractions that can increase state revenue.

Findings in ABC Australia's news analysis show that, technically, the media uses Pan and Kosicki's framing structure very systematically to construct arguments that are difficult to refute. The most dominant strategy is the use of Conviction with a high level of factuality and the Erasure strategy through masking techniques. The dominance of this strategy implies the creation of strong scientific authority, where the use of numerical data and expert quotes without words of doubt creates the impression that the threat of feral cats is an absolute fact. Through massive erasure, the media successfully erased the identity of cats as living beings and replaced it with the labels 'pest' or 'invasive species', so that extermination was morally considered a logical administrative procedure to save the ecosystem. Conversely, the least common strategy is the use of hedges or language that indicates doubt and uncertainty. The implication is that news narratives are deliberately made one-sided to minimize moral ambiguity in the minds of readers, so that support for government policies

remains solid without room for debate. When comparing the findings, there is an interesting contrast between news on the mainland and in the islands, News 1 and 3 make more use of economic justifications and the losses suffered by farmers, while News 2 focuses more on protecting World Heritage status and the balance of natural predators such as dingoes. Although their objectives differ, all three consistently employ the Salience strategy to highlight native species as ‘innocent victims’ and feral cats as ‘the villain’.

The three news articles from ABC Australia that were analyzed consistently positioned feral cats in the category of ‘animals as pests’ through the use of threatening diction. The narrative constructed no longer views cats as individual creatures with the right to live, but rather as destructive and invasive disruptors of the ecosystem. This label is used strategically to create an emotional distance between readers and the subject of the study, so that all forms of population control, including extermination, are seen as legitimate and necessary administrative measures to preserve Australia's native biodiversity.



## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

This chapter contains conclusions from the findings and discussion in chapter 4 as well as suggestions.

#### **A. Conclusion**

This research shows that ABC News Australia uses a systematic and coherent framing structure, as defined by Pan and Kosicki, to formulate a strong argument about feral cats. The news stories are written in an inverted pyramid style, with headlines and leads that quickly set up a “protection” frame. The background and closure sections then give scientific and economic reasons for this. The script structure is very complete (5W+1H), which gives the impression that everything is true and clear. The arguments are logically arranged so that they go from finding the problem with scientific evidence to proving that practical solutions work, which effectively shuts down other points of view. Rhetorically, the use of emotive diction and contrasting visuals reinforces the urgency of the narrative, ensuring the message is not just understood but felt by the audience.

Developing on this framing structure, the ecolinguistic analysis shows that ABC News most dominantly presents the story of conviction and erasure, using particular linguistic patterns. In order to prove that the threat posed by feral cats is an undeniable scientific fact, ABC News employs high facticity, confirmed by a combination of empirical data and expert

consensus. Hedges are used to portray control methods as practical and essential measures, while high modality is utilized to highlight the harm that cats cause. In the erasure, ABC News utilizes "the mask" to cover the intrinsic value of cats by labeling them as "pests" and "invasive species," and uses euphemisms to hide the violence of eradication. While in the salience, ABC News prominently highlights the scale of the crisis through dramatic quantification and emphasizes the economic and ecological value of native species as victims that must be protected.

Furthermore, this study assesses the whole story using ecological philosophy by Stibbe (2015). It shows that the story from ABC News constructs and narrates feral cats as destructive creature. This places cats in the category of animals as pests. This identity construction is deliberately built through the use of threatening diction to create a moral distance between the reader and the animal. In this narrative, stray cats are no longer described as individual creatures with the right to live, but as invasive and destructive pests of the ecosystem. The label 'pest' serves as a tool of legitimization to change public perception, with feral cats losing their status as living beings and becoming objects that must be controlled. As a result, all forms of extermination are no longer seen as cruelty, but as a legitimate administrative procedure that must be carried out in order to preserve Australia's native biodiversity. Consequently, this study concludes that ABC News operates within a specific form of "Green Discourse." Media or writings that contain something about environmental awareness and have a

positive influence on animal welfare are referred to as green discourse (Zhdanova, 2021). While it aims to raise ecological awareness about native biodiversity, this is done by constructing a dualistic reality where the protection of one species necessitates the demonization of another. This shows the media's powerful role not just in conveying information, but in actively shaping the moral landscape of conservation, ultimately conditioning the public to more sensitive to conservation issues, especially regarding invasive species for the greater ecological good.

## **B. Suggestion**

This study certainly has limitations that open up opportunities for future development. First, the data used is limited to online news articles from one media outlet, namely ABC News Australia. This limits the analysis to only one institutional perspective, even though environmental issues are often narrated differently by various types of media. Nevertheless, this study has made every effort to explore the depth of analysis from the available data.

To enrich and facilitate further studies, the researcher offer suggestions. First, ecolinguistic studies on specific issues such as invasive species management are still relatively unexplored, especially in specific national contexts. Therefore, continuing exploration in this area offers a very promising research agenda. Considering that this study focuses on Conviction, Erasure, and Salience, the researcher suggest that future studies expand the scope of analysis to other forms of narrative proposed by Stibbe (2015), such as Ideology, Metaphor, Evaluation, and Identity. Exploration

of these elements will provide a deeper understanding of how ecological representations are constructed holistically in public discourse, especially when assessed using an ecosophy framework.

Second, analysis of environmental issues should not be limited to news texts alone. The ecolinguistic context is very broad, and representations of nature can be found in various other media. Future studies are recommended to explore how invasive species or conservation issues are represented in visual media such as documentaries, children's storybooks, or even public policy speeches. These media have great potential to promote “useful stories” that can encourage ecological well-being, and analyzing them will provide a more comprehensive picture of how humans interact with their environment through language.





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### **CURRICULUM VITAE**



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