

Language Instructions in Selected Organizational Environmental Reports: A Pragma-Stylistic Analysis

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Abstract

This research examines pragma-stylistic properties of language instructions in a sample of environmental reports from Greenpeace, World Wide Fund for Nature and United Nations Environment Programme (UNEP). The aim of the study is the analysis of the types of directive speech acts realized in the environmental reports, the identification of the predominant types, the examination of the employed stylistic means, especially clarification and emphasis tropes, and analysis of the persuasive power of these pragma-stylistic features and their contribution to audience attractively. For achieving the aim of this study , eclectic model is used which consists of the classification of directive speech acts of Searle and Vandervaken (1985) with Searle's(1969) Felicity condition and Al-Hindawi and Abu-Krooz's, 2012 model of rhetorical tropes, with emphasis on clarification and emphasis tropes, which are taken from Harries' Taxonomy of Rhetorical Tropes(2008).An integrated analysis of both quantitative and qualitative data informs the mixed methods research. Results show that advice is the most frequent directive speech act, followed by command, warning, urging and suggestion is the least frequent. This reflects a strategic choice for a less authoritarian style of teaching that strikes a balance between warmth and coolness. Concerning stylistic devices, metaphor is the most salient clarification trope, which underlines the suitability of metaphor in complex environmental issues simplification, followed by irony, whereas simile is scarcely applied. In relation to tropes of emphasis, exaggeration (hyperbole) is dominant which suggests the importance of magnifying environmental messages and sense of urgency, though rhetorical questions and understatements are also used but not so often.

Keywords: (pragmatics, directive speech act, stylistic, rhetorical tropes).

التوجيهات اللغوية في تقارير منظمات بيئية مختارة: تحليل تداولي أسلوبي

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المخلص

يتناول هذا البحث الخصائص التداولية والأسلوبية للتوجيهات اللغوية في عينة من التقارير البيئية الصادرة عن منظمة غرينبيس، والصندوق العالمي للطبيعة، وبرنامج الأمم المتحدة للبيئة يهدف البحث الى تحليل أنواع الأفعال الكلامية التوجيهية المتحققة في التقارير البيئية، وتحديد الأنواع الأكثر شيوعاً، ودراسة الوسائل الأسلوبية المستخدمة، ولا سيما أساليب التوضيح والتوكيد، فضلاً عن تحليل القوة الإقناعية لهذه السمات التداولية والأسلوبية وإسهامها في جذب المتلقي.

ولتحقيق هدف الدراسة، استُخدم نموذج انتقائي يجمع بين تصنيف الأفعال الكلامية التوجيهية لدى سيرل وفاندرفيكن (١٩٨٥)، وشروط الملاءمة لسيرل (١٩٦٩)، مع نموذج الهنداوي وأبو كروز (٢٠١٢) للصور البلاغية، مع التركيز على صور التوضيح والتوكيد المستمدة من تصنيف هاريس للصور البلاغية (٢٠٠٨). واعتمد البحث على المنهج المختلط من خلال الدمج بين التحليل الكمي والنوعي. وتضمنت مادة الدراسة عدداً من التقارير البيئية المختارة بعناية من المنظمات الثلاث.

وأظهرت النتائج أن النصح هو أكثر الأفعال الكلامية التوجيهية شيوعاً، يليه الأمر، ثم التحذير، فالحث، بينما كان الاقتراح الأقل استخداماً. ويعكس ذلك اختياراً استراتيجياً لأسلوب تعليمي أقل سلطوية يوازن بين اللين والحزم. أمّا فيما يخص الوسائل الأسلوبية، فقد كانت الاستعارة أكثر صور التوضيح بروزاً، مما يؤكد ملاءمتها لتبسيط القضايا البيئية المعقدة، تليها السخرية، في حين نادراً ما استُخدم التشبيه. وفيما يتعلق بصور التوكيد، فقد هيمنت المبالغة، وهو ما يشير إلى أهمية تضخيم الرسائل البيئية وتعزيز الإحساس بالإلحاح، رغم استخدام الأسئلة البلاغية والتقليل أيضاً، ولكن بدرجة أقل.

الكلمات المفتاحية: (البراماتية، فعل الكلام التوجيهي، الأسلوبية، الاستعارات البلاغية).

Introduction

1. 1 The Problem

the given research attempts to fill this inquiry by providing a pragma-stylistic scrutiny of chosen environment reports. It seeks to respond to the following research questions:

- 1.Which kinds of directive speech acts are employed in the chosen environmental reports?
- 2.What are the most common directive speech acts?
- 3.What are the most typical stylistic devices (clarification and emphasis tropes) used in the data?
- 4.What do speech acts and stylistic features play in the accomplishment of persuasive and communicative objectives in environmental discourse?

1.2 The Aims

This study aims to:

the given research attempts to fill this inquiry by providing a pragma-stylistic scrutiny of chosen environment reports. It seeks to respond to the following research questions:

- 1.Which kinds of directive speech acts are employed in the chosen environmental reports?
- 2.What are the most common directive speech acts?
- 3.What are the most typical stylistic devices (clarification and emphasis tropes) used in the data?
- 4.What do speech acts and stylistic features play in the accomplishment of persuasive and communicative objectives in environmental discourse?

1.3 The Hypothesis

According to the theory background, and past research, the hypothesis of the study is:

1. It is environmental discourse in which different forms of directive speech acts are employed, the most common being advice and urging.
- 2.Environmental organizations effectively use directive speech acts in a strategic manner to control the behavior of the audience and encourage them to be environmental-friendly.
- 3.The stylistic devices especially metaphor and overstatement are usually employed to explain and highlight environmental messages.
- 4.Directive speech acts and the stylistic devices combined improve the persuasive effect of the environmental discourse.

1.4 The Procedures

To accomplish the objectives and test the hypotheses, the study is carried out in accordance with the following procedures:

- 1.Theoretical review of pragmatics, stylistics and pragma-stylistics with a particular focus on directive speech acts and rhetorical tropes.
- 2.Choosing a dataset with a collection of environmental reports by Greenpeace, WWF, and UNEP.
- 3.A combination of: Searle, (1969) Pragmatic Analysis using Speech Act Theory and the stylistic analysis model of al-Hindawi and Abu-Krooz (2012).
- 4.The use of qualitative and quantitative approaches: Qualitative analysis to comprehend linguistic features and the contextual meaning.
- 5.Discussing findings in terms of research questions and hypotheses and providing results in tables.
- 6.Conclusions and recommendations on further research.

1.5 The Limits

This study is subject to the following limitations:

1. It is restricted to a pragma-stylistic approach and does not include other linguistic frameworks such as critical discourse analysis.

2. The data are limited to selected environmental reports issued by three organizations: Greenpeace, WWF, and UNEP.
3. The analysis focuses only on directive speech acts based on Searle's (1969) classification.
4. The stylistic analysis is limited to clarification and emphasis tropes based on Al-Hindawi and Abu-Krooz's (2012) model.
5. The study follows the guidelines of the American Psychological Association (APA, 7th edition)

1.7 The Value of the Study

1. Theoretical contribution: By applying an integrated analytical model to a relatively unexplored text type-organizational environmental reports-the study advances the developing field of pragma-stylistics and enhances theoretical knowledge of the interactions between pragmatic and stylistic resources in institutional discourse.
2. Descriptive contribution: The study offers new empirical insights into the linguistic features of environmental advocacy discourse by providing a thorough, methodical description of the directive speech acts and rhetorical devices used by three well-known international environmental organizations.
- 3.. Research contribution: The study creates opportunities for additional comparative and cross-cultural studies of organizational language use and contributes to the expanding corpus of research on pragma- stylistics and environmental discourse.

2. Theoretical Background

2.1 Introduction

Environmental reports of international organizations serve as communicative tools that are convincing beyond presentation of factual information. The aim of these reports is to inform, guide and influence

the stakeholders with well-developed linguistic strategies. In terms of linguistics, their efficiency is explainable by the combination of pragmatics or study of meaning in context and stylistics or study of rhetorical and textual decisions. Thus, the pragmatic-stylistic approach enables a thorough examination of the ways the environmental discourse can reach its communicative and persuasive objectives.

2.2 Pragmatic

Pragmatics deals with the meaning in context and how speakers can communicate the intended meaning beyond the literal meaning of the words (Yule, 1996). It examines the effect of contextual aspects including intention of the speaker, prior knowledge and situational elements of the speaker on interpretation (Levinson, 1983; Mey, 2006). Some researchers describe pragmatics as the study of language through the eyes of a user and how the linguistic options are limited by social and communicative aspects (Crystal, 2008). Pragmatics include the following concepts: speech acts, implicature, deixis and presupposition which help in realizing the meaning construction process in actual communication (Fraser, 2009). One of such concepts is the speech act theory, which is a significant one in its turn, as it explains how utterances are considered to be actions conducted by speakers in particular situations.

2.3.1 Speech Act Theory

Speech Act Theory (SAT) is the theory of language that has been created by Austin (1962) and improved by Searle (1969), which explains that people do not use language to share information but also to take some actions. This theory states that utterances can be said to have three dimensions: locutionary acts (the literal meaning), illocutionary acts (the intended function), and perlocutionary acts (the effect on the hearer).

Searle (1979) categorizes these speech acts into five broad categories namely representatives, directives, commissives, expressives and declaratives. Of these, directives feature prominently in this research, in that they are designed to affect the behavior of the hearer, either by asking, suggesting or ordering the hearer to do something.

2.4 Directive Speech Acts

Directive speech acts refer to speech in which the speakers endeavor to influence hearers to do something in the future (Searle, 1979; Levinson, 1983). These acts are commands, requests, suggestions, advice, warnings and so on. They are very important in both daily communication and institutional discourse.

Directives can be different in strength, authority and level of obligation. An example is that commands and orders have high levels of obligation but advice and suggestions have lower levels of force which are usually beneficial to the hearer (Wierzbicka, 1987; Searle and Vanderveken, 1985).

Moreover, instructions can be pronounced either directly via performative constructions (e.g., I would recommend you close it) or indirectly via constructions (e.g., It is getting cold here, which presupposes closing the window). Such acts are significantly dependent on context, and what both parties know (speaker and hearer) (Bach and Harnish, 1979).

The speech acts that are directive have a number of attributes that are described as follows; they possess a world to words direction of fit, are future oriented and rely on the intention of the speaker and the hearing capacity of the hearer to the intention of the speaker (Searle, 1979).

2.5 Stylistics

The examinations of language and language variation in a composition are known as stylistics, which deal with the linguistic

decisions that make up meaning and impact (Simpson, 2004; Verdonk, 2002). It became a contemporary field of study in the 20th century and it is based on both literary and linguistic tradition (Barry, 2002).

Stylistics is the study of the ingenious use of language to produce certain communicative effects, whether in literature or non-literary. It attempts to describe the connection between the linguistic form and the textual functionality (Wales, 2011).

The term style is used to refer to the unique manner of language usage in a given context or by a given speaker or writer (Leech and Short, 1981). Style is determined by many factors among them being the social context, purpose and audience and is an expression of individual and institutional decisions.

2.6 Rhetorical Tropes

Rhetorical tropes are figurative language devices that deviate from literal meaning to create specific effects (Wales, 2011). They play a crucial role in enhancing persuasion, clarity, and emotional engagement in discourse (Harris, 2008). Tropes can be broadly classified into clarification tropes and emphasis tropes.

2.6.1 Clarification Tropes

Rhetorical tropes are figurative language devices that do not follow the literal meaning in order to produce certain effects (Wales, 2011). They are also important to make discourse more persuasive, clear and emotional (Harris, 2008). The tropes can be generally divided into clarification tropes and emphasis tropes.

Clarification tropes are employed to make ideas more clear and vivid. The most significant ones are:

- Metaphor: Comparing two unrelated ideas to form more meaning (Gibbs and Colston, 2001).

- Simile: This is a direct comparison that is made with the help of such signs like like or as (Cruse, 2006).
- Irony: Ironical meaning to literal meaning, commonly in indirect criticism (Abrams, 1999). Such devices are useful to simplify complex concepts and increase the understanding of the audience.

2.6.2 Emphasis Tropes

Emphasis tropes are employed to enhance meaning and power of a message. Key types include:

- Rhetorical Questions: Question asked to provide an effect and not answer, but may likely imply statements (Quirk et al., 1985).
- Overstatement (Hyperbole): Intended exaggeration as a means of making something important (Leech, 1983).
- Understatement: Reduction of expression to create ironic or politeness (Israel, 2006). These devices help in persuasion in that they can affect the perception and the emotion of the audience.

3. Methodology

3.1 Model of Analysis

The present research is performed with the help of an integrated pragma-stylistic model of analysis, which is a combination of the Speech Act Theory, and stylistic analysis. The researcher follows the categorization of the speech acts by Searle (1979), with special emphasis being on the directive speech acts since they lie at the heart of the instructional meaning of the choosy texts. Such orders involve acts of advising, requesting, recommending, and urging, which are employed in the manipulation of the behavior of the audience. The model based on the classification of directive speech acts of Searle and Vandervaken (1985)

Besides that, the selected stylistic tools that are the most pertinent to the examination of directive language are included in the study as well. The rhetorical devices used in environmental discourse can be successfully analyzed by the model. According to Wales (2011), p. 161-2, the broad definition of a trope or figure of speech is the deviant language unit; this implies that these tropes are generally deviations from language norms, whether semantically, syntactically, or pragmatically.

This model's classification scheme is based on two primary categories: association tropes and clarification and emphasis tropes, which are taken from Harris's Taxonomy of Rhetorical Tropes (2008). In order to examine how the directives are accomplished as both communicative acts and stylistic strategies, pragmatic and stylistic analysis are combined. In order to demonstrate the interaction of meaning, form, and function in institutional discourse, this synthetical model provides a comprehensive method for examining how environmental reports use language for both informational and persuasive purposes.

4. Results Analysis and Discussion

The analysis of Greenpeace organization

Greanpeace

Report1

Pragmatic analysis

“We believe we need to look outside of our usual allies, and take risks.”

This quotation is an indication of proposing. Suggesting is a form of weak directive speech act where the speaker suggests an idea or action which can be of help to the hearer. The sentence, we need to look

outside of our usual allies, in this sentence offers a suggestion of change of strategy and partnership with new partners.

Hence, this statement is suggestive since it subtly recommends an action, which could assist in the environmental objectives but does not coerce the listener to take it. The propositional content condition is happened since the S is a potential future action that involves looking outside the normal allies and risking to enhance cooperation and strategy. The preparatory condition is satisfied since the S takes into account that the H can think about new allies and can take another strategy. The sincerity condition was present since the S does believe that by cooperating with new partners and taking risks, the movement can be strengthened and become more effective. The necessary requisite is that it occurred since the utterance is a suggestion aimed to suggest a potential positive course of action towards the H.

“We’ll stand with communities in the Global Majority World who are most impacted by climate change, and demand polluters stop drilling and start paying.” (p. 5)

This extract contains one very obvious example of **commanding** by reported demand. The verbs "stop drilling" and "start paying" are strong imperative verbs. They tell the polluters what they have to do. The command is strong and doesn't offer much choice about refusing. Therefore, this statement can be categorized under commanding as it shows a direct and strong command on the polluters. The propositional content condition is the one that happened because the S refers to future actions that the H must perform, which are stopping drilling and paying for the damage caused by pollution. The preparatory condition is satisfied on the basis that the S believes that the polluters have the power and responsibility to stop harmful activities. The sincerity condition is occurred because the S sincerely believe that the polluters

should stop the drilling, The necessary condition is taken place, because the utterance is a strong directive, which requires that polluters actually do what it directs.

“the climate crisis wreaked havoc on the people least responsible for causing it.” (p. 3)

This extract falls in the warning category. In this sentence, the report is informing the readers of the devastating impact of the climate crisis. It is not merely to give some description of harm, but to make people realize that something is to be done immediately. As such, this line is a warning since it evokes a response in the audience. The propositional content condition is occurred since the S relates to a harmful circumstance, which is the damage the climate crisis is causing people. The preparatory condition is met since the S believes that the audience may not know about the threat of the climate crisis and wants to learn about what the effects of the climate crisis will be. The sincerity condition is met since S feels that the climate crisis threatens to do severe damage and people cannot ignore this threat. The necessary condition is fulfilled because the utterance is included as a warning with the intention to warn the audience about the negative impact of the climate crisis.

“We need an emergency plan now.” (p. 5)

This passage also serves as a warning. The term "emergence plan" now suggests that the issue is serious and pressing. The author warns that if there is a delay, the threat will increase. As a result, the message is a warning since it highlights an unfavorable situation and calls for action. The S's call to necessary future action-creating an emergency plan to overcome the crisis- causes the propositional content condition to occur.

“insulate our homes, invest in renewables and put a proper, ambitious windfall tax in place.” (p. 5)

This extract is classified as advising. Advising is a directive speech act in which the speaker proposes what actions are beneficial to the hearer, or even to the society. In this case, the report provides helpful steps that can be taken to reduce fuel poverty and foster environmental protection. The speech guides the society and the government to better decisions. The propositional content condition occurred because the S is going to insulate homes in the future, invest in renewable energy, and create an ambitious windfall tax.

Stylistic analysis

political chaos reigned in Westminster.” (p. 3)

The statement that Westminster was experiencing political turmoil is metaphorical. The author compares the state of political anarchy to that of a king or other powerful person by using the word reigned. This indicates that chaos was prevalent and powerful enough to control the political landscape. In this case, the metaphor is used to highlight the severity and scope of the disorder in a way that makes it seem more powerful and imposing than transient and unimportant. As a result, it enhances the reader's perception of the seriousness of the political situation.

“political chaos reigned in Westminster.” (p. 3)

The assertion that Westminster was a place of political chaos is metaphorical. The author compares the state of political anarchy to the reign of a king or other powerful person by using the term "reigned." This indicates that there is anarchy and that it is so strong that it controls the political landscape. In this instance, the metaphor is used to give the impression that the illness is severe and pervasive, giving the impression that it is something strong and overwhelming rather than

something transient and unimportant. As a result, the reader's perception of the seriousness of the political situation is heightened.

“the climate crisis wreaked havoc on the people least responsible for causing it.” (p. 3)

This passage is classified as metaphor. The phrase, wreaked havoc is a metaphor because it presents the climate crisis as a destructive phenomenon in a violent manner to people. Climate crisis is not a person or an army, but it is projected as a person who assaults the communities. In this case, the metaphor reveals the extent of destruction of climate in the world. It also highlights the injustice of the fact that the victims who will be the most affected are the ones who were least guilty of the situation.

“Hope itself is an act of defiance.” (p. 3)

This passage is also metaphorical. The quote compares defiance to hope. Although hope is an ethereal feeling, the author mimics it as a means of defiance. In this way, this rhetorical device gives hope a powerful moral and political sense. It implies that even thinking positively during a crisis is a way to fend off devastation and hopelessness. In order to inspire readers and followers to keep taking action to alter the environment, the author also uses a metaphor.

“held the line in preventing environmental destruction” (p. 10)

This passage is another metaphorical passage. The term “held the line a term in the military that is used to mean the fighting of an enemy. This report has used it as a metaphor to refer to. resistance to anti-environmental policies. In this respect, the metaphor lays the environmental action as a battle, or a fight. It is concerned with courage, rebellion and perseverance. By so doing, the author uses metaphor to boost the image of the campaigners as environmental defenders.

After examining the report carefully, no clear simile was found.

“Who voted for this?” (p. 5)

This passage reflects the rhetorical question. The writer asked a rhetorical question so as to drive home some point rather than an answer.

The question was used in the case of the conference speech of Liz.

Truss. The purpose of the question in this case will not be to get real information regarding voters. Rather, it is used in the articulation of the anger and the denial of the political situation of the people. This means that they were not actually supporting the policies and conditions people were living under. In this way, the author uses a rhetorical question to accuse the government and support the message of the protest.

“the country’s biggest ever investigation into plastic waste.” (p. 8)

This quote is overstated. The Big Plastic makes this claim. Count is regarded as the largest plastic waste investigation in the history of the country. In this regard, the author emphasizes the scope and significance of the campaign by using highly exaggerated language. The event's nationwide reach further demonstrates the public's keen interest in the problem of plastic pollution. Therefore, exaggeration strengthens the report's persuasiveness.

Conclusion

The analysis of environmental reports issued by Greenpeace, WWF, and UNEP reveals that directive speech acts and stylistic devices play a central role in shaping environmental discourse. The study identifies several types of directive speech acts, including command, warning, advice, suggestion, and urging, with advice emerging as the most frequent. This indicates a preference for less imposing and more acceptable forms of influence, while stronger forms such as command

and warning are used to convey urgency. Suggestion appears least frequently due to its weaker persuasive force, which partially supports the first hypothesis. In terms of stylistic devices, metaphor is the most dominant clarification trope, followed by irony, whereas simile is less common. For emphasis, overstatement (hyperbole) is most frequent, followed by rhetorical questions and understatement. These findings confirm that metaphor and overstatement are key strategies for simplifying complex issues and intensifying messages.

Furthermore, the study shows that directive speech acts and stylistic devices function together to enhance persuasion. While directives guide behavior, stylistic devices reinforce clarity and emotional impact, creating a balance between rational and affective communication. Finally, environmental organizations employ directives strategically, favoring indirect forms to maintain politeness while using stronger forms when necessary. This demonstrates a careful balance between persuasion, authority, and acceptability, confirming the study's main hypotheses.

The environmental reports issued by Greenpeace, WWF, and UNEP are analyzed and it is possible to state that directive speech acts and stylistic devices become the key factors of environmental discourse construction. The research determines several forms of directive speech acts: command, warning, advice, suggestion, and urging, with the last one being the most common. This means that there is a bias towards less dominating and more acceptable types of influence whereas more vigorous forms of influence like command and warning are employed so as to instill urgency. The least common suggestion is because it is not as convincing as the other two types of persuasion, which partly confirms the initial hypothesis.

Regarding stylistic devices, the most prevalent trope of clarification is a metaphor, next comes irony, and simile is less widespread. To stress, the most common are overstatement (hyperbole), rhetorical questions and understatement. The results verify that the use of metaphor and exaggeration are important in streamlining complicated matters and stressing messages.

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