

CONTRIBUTION OF ADVERTISEMENTS TO ECOLOGICAL DEGRADATION IN PAKISTAN: AN ECOLINGUISTIC ANALYSIS

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Abstract

Language manipulation in advertisements causes ecological degradation at the expense of promoting consumerism (Ain et al., 2021). The study aims to explore the environmental degradation from using language in advertisements in Pakistan. The research sought to investigate the specific linguistic choices made in these advertisements and their underlying ideologies that contributed to shaping the mindset of the Pakistani population. A sample of five advertisements “Khyber Match” Box, and “Pine Match” Box, Food: “Duck Meat”, “Quail Meat” and Fertilizers “Sona Urea”, were purposefully selected for analysis. Arran Stubbe’s Erasure Theory (2021) was applied as the theoretical framework of the study. Language influences human interactions with the environment, shaping mental perceptions and behaviors. Stubbe’s Erasure theory under the “Stories we live by” helps explore the causes of ecological degradation and its impact on Pakistani society. Linguistic elements appeared to promote environmentalism but, paradoxically, encouraged consumerism. Ecolinguistic analysis of the selected advertisements showed that the language of advertisements negatively contributes to the degradation of Pakistan in the form of deforestation, rare birds killing in the name of healthy meat, and overuse of fertilizers. Strict regulations should be implemented to prevent deceptive language and evaluate eco-friendly claims. Genuine sustainability efforts in ads should be encouraged and; eco-friendly products should be promoted. Environmental education should also be integrated into curricula.

Keywords: *Ecolinguistics, language, ecology, ecological degradation, Erasure Theory, sustainability*

Introduction

The environment is being used as a service, machine, and product, or as a source of raw material in advertisements, consumerism, unlimited economic growth, intensive farming, and eco-destructive and dangerous factors in the form of stories. To imply the stories “to live by” is to highlight the ecological writings, and writings regarding environmental problems other issues regarding ecological degradation, and other different traditional forms of language (Stubbe, 2021).

Environment and environmental resources are being exploited by human beings in the most crowded cities, towns, and villages in almost all areas where human beings are living. It is common, familiar, and evident that the degradation of the environment is growing fast on the planet Earth at a global level (Crist et al., 2017). To degrade the environment there are many factors which play their role in the society. So, advertisements are one of those factors in which language is used in different ways causing environmental pollution. Language used in the advertisements demands to become appealing and practical to convey the right meaning. For publicity and a profound effect on the mindset of the consumer, advertisements have an enormous role in society to increase sales (Rai, 2013).

The viewers of the advertisements are not able to avoid the impact and effect of the product on their minds and mental structures. They cannot modify their thinking until the advertisers

want it. The producer and creators select specific and certain linguistic patterns and choices that attract customers and boost the value of the products (Burgers et al., 2015). Consumers feel processed foods or items are an alternative to natural foods or beverages, and they prefer to buy advertised products over natural ones (Ain et al., 2021).

Pakistan accounts for less than one percent of the world's greenhouse gas emissions, a cause of global warming, yet the country's more than 200 million people are becoming the cause of climate change. The temperature has never been so high in the country this year. People in Pakistan's southwestern city experienced the hottest day as temperatures reached an alarming 53.5 degrees Celsius in May last year, in the country's 70-year history (Wasif, 2017).

In today's world, the success of companies depends on the effectiveness of their advertisements. For this reason, advertising agencies use catchy language to capture and captivate consumers' attention and increase market share (Saeed et al., 2001). In the process, the creators of advertisements often propagate beliefs that may not be compatible with prevailing ideologies and principles. Advertising is a method of communication and conveying information that leads to a specific aim or goal, persuades the public to decide to purchase a product, and helps marketers stimulate economic growth. For this purpose, various methods are used for promotion, such as television, magazines, outdoor advertising, newspapers, commercial radio advertisements, blogs, websites, and text messages (Ahmed & Ashfaq, 2013; Haider & Shakib, 2018).

Stibbe has revealed that the stories "we live by" are interconnected with the language and our environment, and are discussed in the environmental linguistic. To unravel the secret under the worldviews, the applications of linguistic tools such as systemic functional grammar, rhetoric, identity theory, cognitive linguistics, framing theory, and critical discourse analysis are involved in the ecological analysis of language. There are eight different stories: ideology, framing, metaphor, evaluation, identity, conviction, salience, and erasure, that represent the mental structure of human beings and the environment in which all individuals live, observe things, and set their minds (Stibbe, 2015).

Ecolinguistics is a relevant study of those factors in which the language is being used by the creator of advertisements and enhances the role of language in "shaping, promoting, influencing, or destroying relationships between people and environmental conditions that are suitable for a healthy environment". The development of human ecology is allied with different fields (economic, social, religious, cultural, linguistic, and environmental) that are interconnected and dependent on one another. Therefore, it can be understood that ecolinguistics has the parameter of interconnection and interlinked relation between language and environment, which is known as the diversity of Haugen's and environment (Fill & Muhlhausler, 2001).

Statement of Problem

Advertisements shape consumer's beliefs about products as environmentally friendly but often overlook their potential environmental impact (Kao & Du, 2020; Martin & Simintiras, 1995). The linguistic choices and patterns used in Pakistani advertisements cause significant ecological degradation by promoting harmful practices and misleading information. Pakistan's vulnerable geographic position between industrial giants exacerbates its environmental woes, with indoor pollution and escalating degradation from local sources. Existing media efforts have proven ineffective in addressing these issues, necessitating critical research for environmental sustainability. The study aims to explore linguistic patterns contributing to ecological degradation and how advertising language promotes consumerism. Developing countries with weak economies, including Pakistan, face various environmental problems, such as climate change and natural disasters. Addressing these concerns directly is crucial to mitigate further destruction (Sengupta, 2010).

Research Objectives

- To identify the linguistic choices used in the advertisements causing ecological degradation in Pakistan
- To analyze the linguistic choices to reveal the underlying ideologies used by the advertisers in the advertisements
- To explore the contribution of advertisements in ecological degradation of Pakistan.

Research Questions

- 1) What are the types of linguistic choices used in advertisements causing the ecological degradation in Pakistan?
- 2) How do linguistic patterns or choices reveal the underlined ideologies of the advertisers?
- 3) What do advertisements contribute to ecological degradation in Pakistan?

Significance of Study

The modern age is full of materialistic desires for human beings; they are just filling their lives with luxuries by hook or crook. They even do not care about the environment's freshness. They want a pure and fresh environment, but they are working and gaining peace and rest by polluting the environment by using, selling, and accepting the factors that are degrading it. Linguistic choices in advertisements are causing ecological degradation. Therefore, this research should be made to highlight the issues behind the reality that are made by companies as environmentally friendly but they are harmful to human beings and the climate. The study brings to light the reality of words and sentences in what is being broadcast by the companies in their advertisements and the reality of promoting ecological degradation. Public awareness is necessary about the language used in advertisements to get people's attention towards the factors that are polluting the environment day by day. After completing the research, the study helps people to be aware of the products and services that are harmful to humanity and the lives of human beings. Ecological problems and issues represented in mass media discourses are the major groundwork of the study that underlines environmental sustainability. There is a great need to make people aware of the need to promote "environmentalist philosophies" to protect every individual in society because Pakistan is facing the dire effects of environmental pollution and global warming. There is a need to promote eco-friendly writings and demotivate and discourage the writings that are causing ecological degradation and exploitation of the environment and environmental resources to make the earth beautiful for the rest of human beings. By keeping the above-mentioned views in mind, the research is very significant to unfold the factors that are destructive for the environment and to follow the narratives that help to (re)frame the "cognitive structures to make the public aware of eco-friendly behaviors for the rest of the world.

Literature Review

The term ecology was originated by a German biologist (Haeckel, 1866), which conveyed the meaning of studying the connection and relation among organisms and their living and non-living surroundings and their relationship with other species. Afterward, a researcher named Haugen (1972) persuaded the other researchers to focus their attention on environmental studies. Haugen worked on the correlation between sociolinguistics and psycholinguistics and became the pioneer of ecolinguistics. He highlighted the study of language in the standings of ecology, and language ecology, and came to the development of ecolinguistics, which became the branch of linguistics (LeVasseur, 2015; Stibbe, 2015; Chen, 2016).

"Ecolinguistics", was defined as the term that could be applied to various ears of language studies like culturally, natural, economically, consumerly, environmentally, and physiologically, and to consolidate ecological and language studies. The term,

“ecolinguistics,” was driven as the “ecology of language,” which inquired into the connection and interaction of language with its diversity, including environment and eco-systems. Then it moved into further development of ecolinguistics as “environmental linguistics,” in which the principles and ecological and environmental terms were made to make it the study of language and its role. Further development of ecolinguistics came with the term that dealt with the study of investigation and examination of the matters and factors that caused ecological degradation and destruction (Fill, 2001).

Advertisements assume an imperative part in the item’s exposure and influence the consumers’ minds (Rai, 2013). It requires commonsense also, engaging using language and words or, all in all, the legitimate utilization of language in the right setting (Burgers et al., 2015). The audience members can’t stay away from the impact since the ads have the power to impact them. The creators or brands utilize such linguistic items, which upgrade the worth of their products. The current exploration has taken the advertisements of three worldwide organizations. It dissected the similitudes utilized in these promotions under the hypothetical structure of the Calculated Representation Hypothesis. Stibbe's (2015) model of ecolinguistics examination was embraced for investigation of the review. The job of similitude in language, comprehension, and encounters is basic (Thibodeau et al., 2019).

Language plays a fundamental role in determining the behavior of people towards advertisements. To attract and persuade people, the creators of advertisements use language and visual effects to increase their sales. After seeing or reading, people mostly trigger their emotions for certain products (Yang et al., 2015). According to Stibbe (2021), the field of ecolinguistics emerged from the mainstream linguistics’ erasure of the fact that people are a component of larger systems that support life. It examines consumerist ideologies, which are harmful to the environment and encourage wasteful consumption and resource exploitation. Martin (2021) suggested that the courses present the environment and human behavior from a capitalist perspective, giving greater weight and value to economic progress and technical advancement while forcibly removing the non-human world. To address the issues humans encounter in the ecosystem when it is harmed, ecolinguistics also uncovers alternate ways of speaking about the world (Stibbe, 2014).

Many advertisement companies use language to present advertisements in the media to promote their products. They are taking help from language to show the environmentally friendly ecosystem in the ads, but unfortunately, they are ignoring the pollution elements of society due to their products and their use. They are gaining consumers’ trust by using language in an environmentally friendly manner, but on the other hand, products are directly and indirectly becoming the cause of ecological degradation in Pakistan. So there is much need to work on the factor that is making the environment polluted day by day. Though human life requires a balanced ecological condition, the interference of humans with the environment and environmental resources is very important to justify and note the function that is disturbing the different ecosystems and reducing the diversity of animals and plants (Su et al., 2021).

Television advertisements are considered less concerned about ecological degradation which leads people to be careless about ecological degradation. Scientific studies have proved to show it consistent with the conclusion that advertisements of different companies indirectly become the cause of climate and ecological degradation to maintain their encouragement of materialistic values and aims. The verbal process and its reaction have four stages: 1) At first, there is a speaker, an individual or participant who produces voice in the form of speech; 2) At second, there is the verbiage, what is spoken; 3) the receiver, an individual or participant who listens to or receives the discourse or spoken information; and 4) after receiving the respondent, who shows his or her response and behavior towards an action. The fourth stage

deals with the auctioning or process of physiological and conscious states (Halliday et al., 2014).

Pakistan is facing catastrophic floods, droughts, and cyclones. In the year 2022, Pakistan faced a disastrous flood that caused the deaths of thousands of natives in different areas, displacing thousands, destroying livelihoods, and damaging infrastructure. Environmental change brings factors that increase in frequency and severity in the coming decades. Ecological degradation is increasing day by day to have wide-ranging impacts on Pakistan because agricultural lands are consistently being reduced due to the heavy use of plastic and useless raw materials in factories, which become the cause of pollution and fog, which badly affect the pure environment. The increase in population is also a big issue that degrades the environment. A report on climate change, according to Pakistan's National Climate Change Policy (2012), is a managing manuscript on climate change, outlining the objective of realizing climate-resilient development for the country through mainstreaming climate change in the sectors of the country that are vulnerable socially and economically. Approximately 6% of the yearly budget of the federal government of Pakistan has been spent on climate change, especially in transport and energy. Pakistan had signed in a convention held in Paris to decrease the up to 20% of carbon emission till 2030 to project greenhouse. These factors are showing ecological degradation in Pakistan (Wells, C., Petty, C., Saggiaro, E., & Cornforth, R. J., 2023).

Existing studies have explored the impact of advertisements on consumer behavior and cultural values, but there is a noticeable gap in the literature when it comes to a comprehensive ecolinguistic analysis of advertisements in the specific context of Pakistan. The role of advertisements in contributing to ecological degradation, the linguistic strategies employed in promoting unsustainable consumption patterns, the endorsement of environmentally harmful products, and the neglect of ecological consequences in advertising discourse remain underexplored in the Pakistani context. This research seeks to bridge this gap by providing an in-depth examination of the environmental implications of advertising practices in Pakistan, shedding light on a critical yet understudied dimension of environmental sustainability and communication.

Research Methodology

The research is qualitative in nature, employing a descriptive approach to analyze linguistic patterns in the advertisements that cause ecological degradation in Pakistan. The researcher employed the Erasure theory proposed by Arran Stibbe in 2021 to identify and explore these linguistic patterns. A purposive sampling technique was opted for the study. The advertisements of the products are directly and indirectly involved in ecological degradation. The samples of different categories including Match Boxes: "Khyber Match" Box, and "Pine Match" Box, Food: "Duck Meat", "Quail Meat" and Fertilizers "Sona Urea", were selected by the researcher purposefully. After selecting certain advertisements, Arran Stibbe's Theory of Erasure, with its three types: "The Void", "The Mask", and "The Trace", is applied to evaluate the linguistic patterns and choices used in the advertisements that are causing climate change, which is harmful to humans and other living things in the environment. As Stibbe has explained the stories in the sense of "mental structure," the psychological game is played under consumerism, and the health of human beings has been ignored. The language manipulated, backgrounded, and erased from the text of advertisements became the cause of direct and indirect ecological degradation such as deforestation, soil destruction, health problems, water pollution, environmental pollution, Global warming, and Air pollution in Pakistan. The creators are using environment and language as machines and resources to promote their business growth. To promote consumerism ideologies, the creators are using

language to manipulate and make the language attractive, which has become the cause of Ecological degradation in Pakistan.

Data Analysis

This section includes the detailed analysis of the Pakistani advertisements those were selected from the electronic media. Stibbe’s (2021) Erasure theory has been opted as a framework to evaluate the language of the advertisements. The data analysis framework, (based on Stibbe’s “Stories, We live by” in which the stories are referent to the “mental structure” of the individuals of the society in which he/she lives and set his/her mind for something), has mentioned in the following table with details of Erasure theory and types that are parameter to measure the sample to support the research.

Table 1: *Erasure Theory by Arran Stibbe (2021)*

Erasure Theory		Erasure refers to “a story in people’s minds that an area of life is unimportant or unworthy of consideration”.
Three types of Erasure	The Void	The first one is void, “where ‘something important’ is completely excluded from a text.”
	The Mask	The second one is the mask, “where it is erased but replaced by a distorted version of itself”.
	The Trace	The last one is trace, “where something is partially erased but still present”
Environmental Behavior	Impact on Environment	Key words that show the impact of advertisement through linguistics choice on the environments.
	Ecological degradation	Key words that show in what areas the environment is being exploited by the linguistic patters by the creators of the advertisements to promote the ideologies consumerism and showing environmentalism.

Product 1



Figure 1: *Khyber Match Box*

Table 2: *Khyber Match Box*

Product Name	The Void	The Mask	The Trace	Environmental Behavior	
				Impact on Environment	Ecological degradation
Khyber Matchbox	Where from and type of the wood are not declared.	Adjective “Safety” is used in replacement of another word to hid the background	“Safety” word is there but no safety of life. Text is marginalized here.	Producing Smoke, disposal into water and cutting woods	Deforestation, land sliding, water pollution and flood

The first sample is the “Khyber Match” box, in which the language of the matchbox has been noticed. The use of language depicts that the matchbox is safe, but behind the scenes, it is becoming the cause of Environmental disasters because of deforestation. Match sticks are made of wood collected by the cutting of trees, which is becoming the cause of ecological degradation. This is according to the framework of the first type named “The Void” of Erasure Theory, in which the background has been erased from the people to promote the consumerism ideology and shows the environmentalism because the background of woods that are being used to make the match sticks. Therefore, the background is erased, from where the wood is being collected what type of wood and what is the type quality. The



background is very simple to know that the wood collected from the cutting trees from the forest is causing deforestation in Pakistan.

The second type of erasure “The Mask” is clear, “Safety” as an adjective is used in replacement of another word that can be fit according to the product name. “Safety Matchbox” recommends a thing planned to ensure security while getting a fire going. In any case, the manufacturing process and materials used in customary matchboxes could have awful environmental effects. Safety matchboxes regularly contain a manufactured chemical called phosphorus sesquisulfide which can carry disastrous substances upon start. When discarded improperly, these matchboxes can add to soil and water pollution. Besides, the saying “Safety Matchbox” may make an off-track vibe that all is Great, provoking priggishness in properly discarding the product and recycling. Lacking awareness about the ecological impact of matchbox creation and disposing of ads to the ecological degradation of Pakistan’s climate.

The erasure third type “The Trace” is there because the creator of the advertisements is using the word “Safety” on the matchbox to attract the public towards the product, the creators of the advertisement are linguistically marginalizing the text and using the adjective word “safety”. Fire and fire flame are not safe for people. All people surely want to be safe in society, so the adjective “safety” before “matchbox” in the advertisement comes with a psychological satisfaction the people about the product that saves them and their families from any cause of harm, but on the other hand, daily use of this product and use three times a day increase the demand of this product in the market, but trees are cut that are meant for a source of oxygen; trees strengthen the soil that lessens the harm of floods and land sliding. As the research has been made to evaluate the flood in Pakistan, it has been observed that Pakistan has faced flood disasters on a higher level. It is a general phenomenon of life that everyone wants to live in a healthy and clean environment, and it is common knowledge that trees are necessary to maintain a healthy and clean environment for the rest of mankind. People want to live and breathe in clean oxygen that is provided by trees, and trees also provide us with natural green views that are good for our eyesight. People want to live in trees, gardens, and plants, but on the other side, people are using matchboxes by viewing commercials on social media, television, and other internet sources and getting attracted to the products.

Matchbox sticks are made of wood collected from trees, and trees are being cut daily to fulfill the demands of people daily. Cutting trees is becoming the direct cause of climate degradation in Pakistan. In the advertisement for a matchbox, the use of the word safety ignores the factors that are important to life, which are trees that provide people with oxygen and a healthy environment and control Environmental disasters. The creators of the advertisements focus only on consumerism instead of environmentalism, but they use language to manipulate the minds of people who forget the circumstances that are behind reality and use the products that are causing ecological degradation. Secondly, the word “Safety” does not assure us about real safety because fire due to a stick may harm the children or other individuals. Thirdly, after the flame, when the stick burns itself produces smoke that is directly causing environmental pollution.

Product 2



Figure 2: *Pine Match Box*

Table 3: *Pine Match Box*

	The Void	The Mask	The Trace	Environmental Behavior	
				Impact on Environment	Environmental Destruction
Pine Match Box	Where from the wood is being collected	Adjective “Safety” is used in replacement of another word to hid the background	“Safety” word is there but no safety of life. Text is marginalize d here.	Producing Smoke, disposal into water and cutting woods	Deforestation, land sliding, water pollution and flood

“Pine” matchbox advertisement in Pakistan has the same objective: to use language as the title “Pine”, which is a natural tree name, to attract people and promote the sale and market value. The word pine attracts attention and creates a friendly relationship between people and the product, but it is understood that there is an opposite relationship between the “Pine” name and the product’s objectives that are being sold by the creator of the product. The creator of the advertisement uses the word “Pine” to create an association with the psychology of the public in Pakistan and grow their consumerism approach.

In the title of the matchbox, the third type of erasure theory is named “The Trace” by using the word “safety,” but there is no safety where the fires and flames may cause harm. Smoke after matchstick burning is also a cause of environmental pollution and harm to human health due to red phosphorus and potassium chlorate chemicals that can create irritation, leading to coughing, shortness of breath, and chest pain after inhaling the burning matchstick flame. Cutting wood for making match sticks is causing deforestation. Trees are a necessary part of balancing the environment, which controls land sliding, flooding, and environmental pollution. In this ecolinguistic examination, we investigate the words “Safety Matchbox” and “Pine” concerning their effect on ecological degradation in Pakistan. Language plays a vital part in forming our perceptions and behavior towards the climate. By looking at the phrasing

related to matchboxes and their creation, we can acquire experiences of the possible negative environmental results.

The second type of erasure “The Mask” is clear, “Safety” as an adjective is used in replacement of another word that can be fit according to the product name. “Safety Matchbox” suggests an item intended to guarantee security while lighting a fire. Nonetheless, the manufacturing system and materials utilized in traditional matchboxes might have bad ecological impacts. Safety matchboxes commonly contain a synthetic chemical called phosphorus sesquisulfide, which can deliver destructive substances upon ignition. When disposed of inappropriately, these matchboxes can add to soil and water contamination. Moreover, the expression “Safety Matchbox” may create a misguided sensation that everything is OK, prompting smugness in proper disposal and reusing. Lacking awareness about the ecological effect of matchbox creation and discarding adds to the degradation of Pakistan’s environment. “Pine” refers to the sort of wood normally utilized in matchbox manufacturing. The extraction and use of pine trees have critical environmental implications. Pakistan is known for its assorted backwoods environments, including pine woodlands. Unsustainable logging practices to fulfill the need for matchbox creation have brought about deforestation and habitat misfortune.

Product 3



Figure 3: Duck Meat

Table 4: Duck Meat

Product Name	The Void	The Mask	The Trace	Environmental Behavior	
				Impact on Environment	Environmental Destruction

Duck Meat	Where from and food of Duck are not declared.	“Organic” word as an adjective is used as an antonym due to use of antibiotics to prevent the ducks from illness.	Organic Meat does not show the quality of food that was given for growth of duck in the form of feed.	Lang required, water contamination, and production of feed	Loss of biodiversity, habitat destruction, dirty water and loss of life into water due to waste and chemicals in the form of feed.
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Eating meat is very common in Pakistani Culture. So, people are always attracted by advertisements to eat good and healthy meat. Therefore, “Duck Meat” has special value in the minds of the people as the stories “We live by”, are depicted by Arran Stibbe. The creation and utilization of duck meat can have specific environmental impacts, even though they are for the most part viewed as less critical compared with a few different kinds of domesticated animals. The creators of the advertisements focus on consumerism and ignore the factors that are causing ecological degradation, and through advertisements, people also get attracted to and ignore the factors of ecological degradation in Pakistan. People seem to believe the ads are environmentally friendly, but the actual reality is erased and ignored by their mental structure, in which the stories “we live by”.

The following are a couple of ways in which duck meat creation can contribute to ecological degradation: In this ad, “The Void” is being used from Erasure Theory because the background is erased and the requirement of land for duck farming is met, which is the use of land. So, duck cultivation requires land for grazing or the development of facilities. The change of regular environmental surroundings, like wetlands or woods, into duck homesteads can bring about a deficiency of biodiversity and obliteration of living spaces. Secondly, there is no proper information about duck farming, including where it has come from, the species of ducks, and what food has been given to the ducks for growth. Another background behind the text of the advertisements that are erased by the creator is water contamination because duck cultivation creates wastewater containing elevated degrees of supplements and natural matter from duck droppings and an overabundance of feed. While possibly not appropriately made, the release of this loss into water bodies can prompt water contamination, including eutrophication, unsafe algal blossoms, and oxygen exhaustion, which can hurt amphibian biological systems.

The use of antibiotics does not make the duck organic meat. There is a second type of erasure, “The Mask,” because the linguistic choice of the word “organic” as an adjective is used in the form of an antonym that shows the positive story (mental structure) (Stibbe, 2015), but duck meat due to the use of antibiotics is not organic, which also causes unhealthy activity in human bodies after eating the meat. In duck cultivation tasks, antibiotics might be utilized to forestall or treat illnesses. Abuse or ill-advised utilization of antibiotics in the growth of ducks can contribute to the improvement of antibiotic resistance, possibly affecting human well-being and the climate when these anti-microbial enter water bodies through spillover or inappropriate removal. Therefore, these concerns about advertisements are about

the degradation of the environment in Pakistan by using linguistic choices and patterns. Antibiotic waste of ducks harms the life in water and causes loss of biodiversity.

The third type of erasure theory is named “The Trace,” in which the word “organic” before the word “meat” is marginalized, which has the meaning of “non-chemical” (Oxford Dictionary) and provides the sense of non-chemical food that creates a positive and friendly environmental structure in the minds of the people in Pakistan, but duck farming brings the need for feed creation, which is made by different ingredients that consist of blood, waste, and remaining waste parts of dead chickens or dead animals. These ingredients increase the growth of ducks on farms and are harmful to humans’ health. The development of feed for ducks can also require a lot of land, water, and energy. Depending on the wellspring of feed, it can contribute to deforestation, water shortages, ozone-harming substance emissions, and the utilization of pesticides and composts, all of which can cause ecological degradation. These aspects are causing environmental pollution in Pakistan through advertisements.

Product 4



Figure 4: *Quail Meat*

Table 5: *Quail Meat*

Product Name	The Void	The Mask	The Trace	Environmental Behavior	
				Impact on Environment	Environmental Destruction

Quail Meat	Where from and food of quail are not declared.	“Organic” word as an adjective is used as an antonym due to use of antibiotics to prevent the ducks from illness.	“Organic Meat” words do not show the quality of food that has given for growth of quail in the form of feed.	Lang required, water contamination , and production of feed	Loss of quail specie and biodiversity, habitat destruction, production of feed as an emission of chemical gasses.
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In the advertisement for Quail Meat by the organic food industry, the background history of the meat is ignored and omitted which is erasure (Stibbe, 2015), and its first type “The Void” is being used to hide the reality of where from the quail are belonged and what type of feed, they are fed by the farmers of them. From another perspective quail is becoming rare day by day, so hunting them and not properly farming them are causing the loss of a species on earth that is another type of exploitation of natural species like Overconsumption: If the interest in quail meat surpasses manageable levels, it can come down on quail populations, prompting overhunting or impractical harvesting. This can adversely affect the populace elements of quails and may bring about neighborhood declines or extinctions while possibly not appropriately made due. Habitat destruction: The extension of quail cultivating or hunting rehearses because of expanded requests can prompt natural habitat destruction. Assuming regular natural surroundings are changed over into quail cultivates or adjusted to oblige hunting exercises; it can disturb biological systems, influence biodiversity, and displace different species that rely upon those environments. Genetic impact: In some cases, commercial quail farming practices may prioritize specific breeds or strains for meat production, potentially leading to the loss of genetic diversity within quail populations. This reduction in genetic diversity can make quails more vulnerable to diseases or environmental changes.

“The Mask” is used in advertisements for Pakistani quail meat to define the adjective word “organic” which has been used as an antonym meaning “chemical free” or “natural” by Oxford Dictionary. It brings the story, “We Live By” (Stibbe, 2015) is based on the mental structure of individuals the society to consider meat natural birds but quail farming or the use of antibiotics is evidence of the unnatural process of feeding them that has also been mentioned on the above-mentioned details of duck farming. In this image, there is also “Trace” the third type of erasure by using the words “organic meat”, in which the feed to feed the quail bird is based on inorganic ingredients that are already mentioned in the details of Product:3. The production of feed also spreads chemical gasses that cause the environmental pollution in Pakistan.

Product 5



Figure 5: Sona Urea

Table 6: Sona Urea

Product Name	The Void	The Mask	The Trace	Environmental Behavior	
				Impact on Environment	Environmental Destruction
A fertilizer "Sona Urea"			"Sona" translated word gold is generalized	Growth of crops and environmentalism	Loss of biodiversity, Soil Degradation, water pollution and ammonia gas emission

The linguistic choice in the advertisement in Pakistan is the Urdu word "Sona" which gives the meaning of "gold" in English (Google Translator) and brings the attention of the people to consider the product. It produces a great profit in the form of providing them with gold as money. Fertilizers enhance the growth of crops and provide a lot of profit. It seems the ads are promoting environmentalism, but on the other side, to promote consumerism and increase profit on both producers' and consumers' sides, fertilizers are harming the environment on a large scale in Pakistani society. The third type of erasure theory, "The Trace," is being applied as the word "Sona" translated English word "Gold" in the form of wealth or profited money is marginalized for consumerism, but fertilizer is a big cause of ecological degradation in Pakistan, like water pollution, soil degradation, loss of biodiversity, and greenhouse gas emissions.

Water contamination: When fertilizers, especially nitrogen and phosphorus-based composts, are applied in abundance or during times of rainfall, they can wash off the fields and enter water bodies through spillover. This overflow can prompt eutrophication, where the expanded supplement levels in the water animate exorbitant development of algae growth and

aquatic plants. This, thus, can drain oxygen levels in the water, prompting the death of sea-going living beings and disturbing the equilibrium of the biological system.

Soil degradation: Over-dependence on fertilizers without appropriate soil the executive's practices can degrade soil quality. Unreasonable utilization of fertilizers can nutrient imbalances, salinization, and fermentation of soils. These issues can adversely affect soil fruitfulness, lessen crop yields over the long run, and result in the deficiency of soil biodiversity.

Greenhouse gas emissions: The creation and utilization of manufactured fertilizers add to ozone-harming substance outflows. The assembling system of nitrogen manures, for instance, includes the change of nitrogen gas into smelling salts, which requires a lot of energy and can bring about carbon dioxide outflows. Moreover, when an overabundance of nitrogen composts is applied to fields, they can go through cycles like nitrification and de-nitrification, prompting the arrival of nitrous oxide, and intense greenhouse gas emissions.

Biodiversity misfortune: Natural effects related to fertilizer use, like water contamination and soil degradation, can contribute to biodiversity deficiency. Eutrophication brought about by supplement overflow can harm oceanic biological systems, influencing fish populations and other amphibian organic entities. Soil debasement can diminish the environmental reasonableness for different creatures, including useful microorganisms and invertebrates.

Findings and Discussion

The advertisement for Khyber Match Box consists of Erasure Theory and its three types, the void, the mask, and the trace: The background about woods is erased in the text; the linguistic choice of the adjective safety is used as a replacement for another word; and the word "safety" as text is marginalized, respectively. All these factors are causing ecological degradation to produce smoke, no proper disposal, and deforestation that leads to landslides, floods, and habitat destruction in Pakistan. Creators of advertisements are using language as a tool to show the environment as a machine for consumerism.

The product name "Pine" matchbox in its ad, in which the background of woods and environmental circumstances are missing as the first erasure "the void", an adjective "safety" as a linguistic choice is utilized as a replacement to show the second type erasure "the mask", and marginalized in the text to hide the background of circumstances according to third type erasure "the trace", that are causing water pollution, environmental pollution, deforestation, and wildlife destruction under consumerism purposes in Pakistan. From Pine Tree, the "Pine" noun word itself is used to establish the cultural association between the product name and people.

Ducks are becoming rare in the world, and duck meat ads, under the consumerism aspect, show all three types of erasure: The void: background of the duck, its food, and geographical identity are missing; the mask: linguistic pattern as a noun phrase "organic meat" is used in replacement because ducks need antibiotics and processed feed that show that the meat is not natural; and the trace: an adjective "organic" is marginalized. These perspectives analyzed under the erasure theory highlight ecological degradation as the loss of biodiversity on land and in ducks, habitat destruction in water, and chemical gas emissions in Pakistan.

Quail species are decreasing globally, and commercials advancing quail meat embody three types of erasure according to a consumerist point of view. There is the void, where crucial details like the quail's background, dietary habitat, and geological identification are missing. Furthermore, the mask is utilized, substituting the expression of linguistic choice "organic meat" to suggest not natural growth, notwithstanding the truth that quails require antibiotics and processed feed. Finally, the hint of the descriptive word "organic" is minimized. Breaking down these viewpoints from the perspective of erasure theory reveals insight into the ecological degradation brought about by the deficiency of biodiversity in the land and

quail populations, habitat destruction in water biological systems, and the outflow of synthetic gases in Pakistan.

Under ecolinguistic analysis, fertilizers focus on consumerism rather than the factors that are causing environmental pollution, as the analysis of the Urdu word noun “Sona” as the title name of a product that is translated into the English word meaning “gold” (Oxford Dictionary) shows. Under erasure theory, the word declares a third type of erasure: the trace, in which the sense of fertility of land seems enhanced but indirectly fertilizer is causing loss of biodiversity and its cycle in environment, soil degradation, water pollution when fertilized water moves through heavy rain, and harm chemical gas emissions in Pakistan.

This study plans to accomplish goals concerning the etymological examples utilized in advertisements and their part in natural degradation in Pakistan. The investigation centers around the “Khyber Match” box for instance, which introduces itself as safe yet is adding to natural disasters through deforestation. The review applies the framework of Erasure theory, explicitly the sorts “The Void,” “The Mask,” and “The Trace,” to comprehend the linguistic choices and ideologies utilized by the creators. It uncovers that “safety” is utilized to draw in purchasers while marginalizing the environmental effect. Besides, the review features the distinction between the promoted safety and the potential harm brought about by fire and smoke, as well as the adverse results of everyday matchbox utilization and tree cutting. Finally, the advertisements focus on consumerism over environmentalism, controlling the public’s perceptions and adding to natural degradation.

To examine the linguistic patterns and choices utilized in notices in Pakistan, explicitly zeroing in on “Pine” matchbox ads is the goal of the study. The ads use language to draw in consumers by associating the products with the normal wood name “Pine,” making a friendly relationship. In any case, this affiliation is misdirected as there is no real association between the name and the product. The review expects to uncover the basic ideologies of the makers by analyzing the linguistic patterns used. It additionally investigates the job of advertisements in adding to ecological degradation in Pakistan. The utilization of safety-related products like “safety Matchbox” is one more illustration of erasure, making a misguided sensation that everything is OK while overlooking the negative natural effects of matchbox production and disposal. The extraction of pine trees for matchbox production has brought about deforestation and natural surroundings misfortune, adding to ecological debasement in Pakistan.

The emphasis is on the advancement of “Duck Meat,” which holds social importance in Pakistan. The creation and use of duck meat can have explicit ecological effects, like territory misfortune and water pollution. Ads essentially accentuate consumerism and negligence the variables causing natural debasement, driving individuals to disregard the environmental results of their choices. The review investigates the linguistic job of promotions in ecological degradation. Advertisements give a misleading view of natural relationships, while the truth of environmental degradation is deleted from individuals’ mental structure. The ill-advised utilization of anti-microbial in duck farming contributes to anti-toxin resistance and harm to human health and the climate. Furthermore, the development of duck feed requires critical resources and can add to deforestation, water deficiencies, ozone-depleting substance discharges, and the utilization of unsafe chemicals. These linguistic choices and examples in commercials add to ecological degradation in Pakistan.

The examination of notices concerning the ecological degradation in Pakistan uncovers a few linguistic patterns and choices. In the notice for Quail Meat by the organic food industry, the foundation history of the meat is purposely discarded, addressing the erasure theory and “The Void.” The beginning of the quails and the sort of feed they get are hidden. Also, the overconsumption of quail meat and unreasonable hunting practices add to the exploitation

and expected elimination of the species. Habitat destruction happens when regular natural surroundings are changed over into quail homesteads or hunting grounds, disrupting environments, and displacing different species. The genetic effect is another outcome, as business cultivating rehearses focus on unambiguous varieties, bringing about a deficiency of genetic diversity among quails. Furthermore, the utilization of “The Mask” erasure is clear in the utilization of the expression “organic” to take a positive picture, despite the utilization of antibiotics and unnatural feeding practices. The promotions utilize “The Trace” Erasure by asserting the meat is organic while involving inorganic ingredients in the feed creation process, leading to ecological contamination in Pakistan.

The linguistic choices in advertisements in Pakistan are dissected to grasp their effect on ecological degradation. The utilization of the Urdu word “Sona” (meaning “gold” in English) in promotional advertisements individuals’ attention by recommending that the advertised products have acquired them extraordinary benefits the type of gold. While the advertisements appear to advance environmentalism, they support commercialization and benefit age, with fertilizers being a major contributor. Fertilizers are dangerous to the climate in Pakistani society, causing water contamination, soil fertility, loss of biodiversity, and ozone-harming substance emanations. “Sona” addresses the erasure theory called “The Trace,” where abundance and benefit are focused on for commercialization while ignoring the ecological results. Excessive utilization of fertilizers can lead to water pollution, eutrophication, soil degradation, ozone-depleting substance discharges, and biodiversity misfortune. These impacts upset the environment’s harmony, adversely affecting aquatic life and soil biodiversity. The production and utilization of manufactured fertilizers likewise add to ozone-depleting substance discharges, further worsening ecological degradation.

Conclusion

This study concludes that advertisers of Pakistani advertisements are using language as a tool and machine. These ads are causing ecological degradation of land and water pollution, soil pollution, habitat destruction, deforestation, global warming, gas emissions, and waste generation. The selection of linguistic choices and patterns has a greater part in developing the ads and product status more alluring, charming, convincing, persuading, appealing, and attractive to the local communities. Creators of advertisements sensibly choose the words, phrases, titles, and slogans based on parts of speech mostly nouns, adjectives, and adverbs, for example, the words and phrases that are closer to the environment like “Safety”, “Healthy”, “Organic”, and local Language patterns are also manipulated into Roman English language using Roman English to bring association between public and products for example “Sona” Urdu noun. The part of linguistic choices utilized in advertisements by makers with consumerist ideologies yet who endeavor to exhibit environmentalism is a complex phenomenon. Such advertisements frequently mean to accommodate the lapparently contrary services and values of consumerism and environmentalism, introducing products or brands as harmless to the environment while as yet advancing use and consumption. Linguistic strategies assume a vital role in this undertaking. Advertisers use explicit jargon, vocabulary, and language patterns that bring out environmental consciousness, utilizing terms like “sustainable,” “green,” or “eco-friendly.” These linguistic choices are expected to make a relationship between the advertised products and environmental morals interesting to consumers who focus on sustainability. Moreover, advertisers use emotional attachment appeals, utilizing words, expressions, and phrases that extract convictions, guilt, or criticalness concerning environmental problems and issues. By appealing to and attracting consumers’ longing to have a beneficial outcome on the climate, linguistic choices can impact and influence buying decisions and create a feeling of arrangement between consumer wants and natural concerns. Nonetheless, it is essential to fundamentally dissect such ads and

evaluate the legitimacy of their environmentally friendly claims, as they may occasionally be utilized as a promoting strategy as opposed to reflecting genuine sustainability efforts. The linguistic choices in these ads explore the tension between consumerism and environmentalism, striving to catch the attention and support of environmentally conscious consumers within the framework of consumerist ideologies.

Pakistani advertisers frequently manipulate language to advance consumerism and uplift the consumption of environmentally harmful products, thereby accelerating environmental contamination. For example, they utilize persuasive linguistic strategies that highlight the status and way of life associated with possessing such services and products. By creating a longing for material belongings, they fuel a culture of overconsumption, bringing about expanded products and waste generation. Also, advertisers utilize misdirected language, or greenwashing, to trick customers into believing that specific items are eco-friendly when they are not. For example, “Safety Matchbox” as the linguistic choice is not safe because matchbox sticks burn and produce fire, and other aspects of deforestation cannot be ignored because sticks are made by trees. This control of language manipulation diverts consumers from the environmental outcomes of their linguistic choices and propagates a cycle of ecological degradation. Besides, advertisers frequently use convincing language to target weak populations, for example, youngsters, who are more vulnerable to their impact. By utilizing tempting slogans and catchy jingles, creators of advertisements make strong associations with consumers as emotional connections, impacting their buying decisions for environmentally harmful products. Thus, language control and manipulation by Pakistani advertisers play an important role in advancing environmental pollution by empowering unsustainable consumption patterns and redirecting focus from the harmful effects of such linguistic choices.

Recommendations

There should be monitoring of advertisements to prevent the use of deceptive and manipulative language. Advertisements making environmentally friendly claims should be thoroughly evaluated for their authenticity. Encourage consumers to critically analyze environmental claims made by advertisers. Encourage advertisers to focus on genuine sustainability efforts rather than merely using green buzzwords. Advertisers should be encouraged to promote genuinely eco-friendly products and services that contribute positively to the environment. Incorporating environmental education into advertising and marketing curricula, advertisers should understand the true impact of their linguistic choices on the environment and society. Consumers should support companies and brands that follow ethical advertising practices and genuinely prioritize environmental sustainability.

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