

## GREEN NARRATIVES: A COMPARATIVE ECOCRITICAL STUDY OF PAKISTANI NATIVE VS NON-NATIVE ENVIRONMENTAL BLOGGERS

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### **Abstract**

*The study focuses on how bloggers discuss Pakistan's natural sights and cultural places. The researcher examines blog posts created by Pakistani bloggers and non-native bloggers. Twenty relevant blogs (10 blog per group) were included in the analysis. Each group consists of 10 blogs. Stibbe's Eco-Critical Discourse Analysis (EcoCDA) model is used in the study to detect what the blogs are saying about the environment, mainly focusing on the narrative frames and ideological representation. The analysis reveals that local bloggers usually explain Pakistan's beautiful environment and its culture legacy using their rich patriotic language, whereas nonnative bloggers mainly write about what they experienced during their visit to Pakistan. Both writers include many feelings, vivid descriptions, cultural features and personal accounts in their writing. Most of these travel bloggers capture "adventurous" and "salience" frames to narrate the environment of different places of the country. Bloggers who are natives, discuss the breathtaking scenarios with pride using descriptive language. They narrate their views in "cultural", "aesthetic" and "salience" frames. Both groups represent Pakistan's beauty in beneficial discourses. They merely use ambivalent discourses. However, destructive discourses were absent. On the whole, bloggers from different backgrounds either native or non-native consider Pakistan's environment to be pleasant, calm and worth visiting. Moreover, the study suggests further research to be carried out in the field of environmental discourses related to ecological challenges, sustainability and issues, as this research only focuses on the environmental beauty of Pakistan narrated by bloggers.*

**Keywords:** *Ecolinguistics, EcoCDA, Environmental Blogs, Environmental Frames, Eco Tourism, Ideological Representation.*

### **1. Introduction**

#### **1.1 Background of the Study**

The way people interpret and deal with the environment is strongly affected by language. Ecolinguistics investigates ways in which our choice of language words affects our attitude and response to the environment. Attention is given to the ideas, symbolism and messages that encourage either environmental issues or positive steps toward sustainability. Our language for talking about natural resources frequently reflects the cultural values people grow up with. Authors such as Fill and Penz (2018) note that our stories about nature can improve or discourage environmental awareness and the practice of sustainability. With the help of ecolinguistics, it becomes easier for researchers to identify and change negative perceptions and speak about the environment in ways that help protect ecological justice (Song & Tang, 2020).

Eco-critical Discourse Analysis (ECDA) was suggested by Stibbe (2015). It combines Critical Discourse Analysis with issues related to ecology. The European Center for Digital Communications promotes awareness on environmental matters, points out unfair ways of thinking and considers ways to be sustainable. According to Stibbe (2015a), there are three kinds of environmental discourses: some are harmful, others are mixed and some are positive. A lot of bad discourses support cruelty, average ones hold up progress by being inconsistent

and great ones encourage us to care for nature. Media and digital platforms play a crucial role in shaping public views on environmental issues. Language used in news, social media, and documentaries can influence how urgent or distant these issues feel. Ecolinguists analyze how such messages create either care for or indifference toward nature (Ponton & Sokol, 2022; Jabeen, 2024). Importantly, the field also highlights the wisdom in indigenous worldviews and languages, which often reflect deep respect for nature but are frequently overlooked in mainstream environmental narratives.

In the digital age, blogging has become a key space for environmental expression. Bloggers share their environmental views based on personal experiences, cultural backgrounds, and locations. Local bloggers often have strong cultural and emotional ties to their land, while tourist bloggers offer an outsider's perspective focused on temporary experiences. Environmental blogs raise awareness about pollution, climate change, and sustainable living (Cabyova, 2021), and also empower communities to take environmental action. People in Pakistan discuss ecology on their blogs, whether they are local or international bloggers. Most of the time, local bloggers emphasize social or cultural sides of deforestation, shortages of water and climate change (Abdullah & Noman, 2020; Saba & Anwar, 2022). Meanwhile, most foreigners who blog about Pakistan talk about natural beauty and eco-tourism. How people discuss environmental issues is a result of where they come from and what they believe in. This method allows for examining such narratives and realizing the effect they have on people's awareness about the environment in Pakistan and all over the world (Yaqub et al., 2022).

### **1.2 Statement of the Problem**

Although more people in Pakistan are now writing about the environment, studies on how language helps native and non-native bloggers talk about these matters are scarce. There is not much research on online sources of information, mainly because experts still concentrate on media such as books, newspapers and speeches. It brings the need to look into how these two groups define environmental problems, as they are influenced by their backgrounds and personal lives.

### **1.3 Research Objectives**

- 1- To explore the storytelling methods used by bloggers to portray environmental narrative.
- 2- To investigate how environmental ideologies are reflected in the blogging practices of natives and non-natives

### **1.4 Research Questions**

1. How do natives and non-natives frame environmental narrative in their blogs?
2. How do bloggers portray the ideological representation regarding environment?

### **1.5 Significance of the Study**

This study is important because it shifts the focus from traditional written texts to the real, everyday language used on digital platforms like blogs. By comparing how native and non-native bloggers represent environmental issues, the research offers insight into how cultural background and personal experience shape ecological storytelling. Understanding these differences helps build a clearer picture of how various groups talk about nature and sustainability. This contributes to the field of Ecolinguistics and highlights the growing role of digital storytelling in environmental communication. By exploring the language choices of both groups, the study supports more effective, eco-conscious communication and challenges harmful narratives. Additionally, the positive portrayals by non-native bloggers can play a role in promoting ecotourism in Pakistan.

## 2. Literature Review

### 2.1 Historical Perspective of Ecolinguistics

Ecolinguistics explores how language interacts with the environment, both socially and ecologically. Fill and Penz (2022) trace its history, explaining that language is shaped by its surroundings—not just social and psychological factors but also physical geography. While early linguists like Haugen focused on social aspects, Edward Sapir (2001) emphasized how physical environments (like landscapes) influence language, particularly in vocabulary.

Zhou (2022) reviews 50 years of ecolinguistics, highlighting key themes such as its origins, definitions, and future directions. He identifies unresolved questions, including the exact role of ecolinguistics, who studies it, and its current scope. Zhou categorizes ecolinguistics into five areas—background, definition, strands, approaches, and shifts—each addressing these questions. He also notes that despite progress since Haugen's work in 1972, major ecological challenges like climate change and COVID-19 continue to shape the field.

Stibbe (2015) defines ecolinguistics as the study of language in relation to human and ecological survival. He argues that language shapes how we perceive nature, influencing actions that either protect or harm the environment. Supporting positive stories about nature and identify and overcome the negative ones is what ecolinguists do. He points out that “stories we live by” play a part in forming our beliefs. Geertz groups eight story types such as ideologies, metaphors and framing which describes how language forms thought. Switching to ecologically friendly stories in children's books is very important for our environment.

According to Stibbe (2017), ecolinguistics focuses on three methods, one of which looks at how influential groups use language to pass stories that might negatively affect the environment. Cognitive Approach looks at mental concepts (such as metaphors) that impact our views of the environment. By using both human ecology and linguistics, Interdisciplinary Approach brings down destructive narratives. Ecolinguistics combines environmental studies, economics and critical discourse analysis. The subject looks at the way language shapes both humans and the environment which is important in dealing with ecological problems.

Luan and Zhang (2024) study the way ecological information is included in Russian language textbooks used in China. Linguistic theory guides them in analyzing texts to check if they help support the idea of people joining forces with nature as mentioned in Chinese philosophy. They indicate that studying languages can improve a person's understanding of the environment, by looking at how culture and language affect this topic.

### 2.2 Researches on Ecocritical Discourse Analysis (EcoCDA)

Abdurrahman (2023) uses ecolinguistics to examine how the language used by the 2018 UNICEF report agrees with the Sustainable Development Goals. It concentrates on techniques that help influence the public view on sustainability. Following Stibbe (2015), it identifies words in UNICEF's statement that help explain its part in sustainable development. Researchers look at how language helps form environmental concepts and the part linguists play in achieving sustainability. It is shown that the report encourages ecological ethics by using positive language which increases stakeholder participation and improves how everyone feels. It helps people think about the planet's future and become involved in making it better.

Faiz and Waseem (2023) investigate the way the body shop and similar firms include eco-friendly terms in their social media advertisements. Their analysis looks into how sustainability is presented in the information on products. It is found in the research that brands use pictures of nature, claim to be ethically responsible and add non-toxic labels to look eco-conscious. In many instances, they hide chemicals that can be harmful by describing them as organic or plant-based. As a result of these techniques, products seem safer and are seen in a

more positive way by consumers. The research points out that environmental language and emotions used in advertising make us buy things that still harm the environment.

Vik (2023) analyzes different Swedish high school textbooks to find out their approach to nature and sustainability. According to ecocriticism and climate psychology, the analysis reveals that many texts use parts of speech focused on people which results in climate anxiety. They tend to talk about doom which can be action-reducing and harm students' mental health. According to the research, teachers ought to incorporate materials that are positive and responsible. Works that encourage people to care for the environment are better for learning than those that only focus on negative results.

The authors (Younis and Abdulmajeed, 2023) explore how environmental ads can draw attention to problems and avoid mentioning certain points. Constructive ads focus on solutions, using salience to emphasize positive actions. Destructive ads, however, balance salience and erasure to show problems without clear fixes. The study finds salience more effective for motivating change, while destructive ads risk overwhelming viewers without offering hope. The language in ads shapes how people perceive and act on environmental issues.

Zanaty (2023) studies Egyptian President Al Sisi's COP27 speech through ecological discourse analysis. The speech frames the environment as a "treasure" needing urgent protection. It uses emotional, poetic, and spiritual language to build trust in government actions. Themes like climate justice and sustainability appeal to global audiences. The research shows how leaders use ecological narratives to influence public opinion and policy. Such speeches highlight the power of language in shaping environmental agendas.

Acha (2022) investigates Cameroonian newspapers for anthropocentric (human-centered) language. Analyzing 35 articles, the study finds that press discourses promote exploitation (e.g., mining, deforestation) through subtle wording. Terms like "economic growth" mask ecological harm, shaping public views. The research calls for media to avoid manipulative language and promote eco-friendly narratives. Journalists play a key role in shifting discourse toward sustainability.

Mansyur et al. (2021) analyze Indonesian President Widodo's speech on climate change. Using Fairclough's and Stibbe's models, they find his language promotes cooperation and long-term solutions. He frames environmental care as a global duty, urging collective action. The study labels his discourse "beneficial" for raising awareness without inducing fear. Such messaging encourages positive environmental behavior.

Hookoomsing and Oozeerally (2020) examine Grade 3 textbooks in Mauritius for ecological themes. Using Stibbe's framework, they find stories subtly teach human-environment connections. Some texts promote beneficial ideologies (e.g., conservation), while others imply destructive views. The study highlights education's role in shaping eco-consciousness early on.

In her research, Novak (2019) discovers that Toyota emphasizes environmentally friendly actions and hides its mistakes. Through language, the company tries to look sustainable and deflects criticism. Money becomes more important than the environment in most situations. It has been discovered that businesses manage their image in green PR to make themselves look environmentally-friendly.

### **2.3 Tourism and Ecolinguistics**

The article by Ponton (2024) looks at how tourism is mentioned in writings on Sicily from an ecolinguistic view. The study looks at how nature is imagined today in Sicily by studying photos from 45 photographers and web pages of Sicilian tourism sites. All the images were analyzed to find out what they had in common when depicting scenes of nature. It shows which aspects of cartoons fit nature and which ones differ from it. It further associates



imaginaries with social sciences by pointing out how they form people's ideas about the environment. It is found that tourists often simplify Sicily's ecosystem by choosing common pictures of seas, skies and villages.

Isti'anah (2020) researched the ways language related to eco-tourism is applied on Indonesian tourism websites. The study assesses how the site covers environmental matters and uses eco-friendly words in 16 of its texts. It can be seen from the website that Indonesia's stunning nature is the main focus, making it appealing to people who like to travel. Aside from sharing beautiful sights, the site encourages caring for nature and covers the social and economic parts of tourism. According to the study such language aims to sell places to tourists and also creates awareness about environmental protection among them. With this method, you can travel with excitement and stay aware of the environment.

Hussain et al. (2025) look into how Pakistani ecotourism websites talk about nature. With discourse analysis, the researchers check whether the expressions used in the text might harm, benefit or have no impact on the environment. The researchers study five off-the-path tourist places and observe that the majority of the material about nature is in line with Stibb's approach. This way of describing tourism motivates readers to support sustainable actions when traveling. The study argues that word choice on these platforms plays a key role in shaping public perception. The authors urge website creators to use more environmentally conscious language to promote greener tourism practices.

Kashif et al. (2024) study how COVID-19 affected Pakistan's tourism industry by reviewing 22 papers published between 2020–2023. Using ATLAS.ti 9, they identify six key recovery strategies: strong policies, managing pandemic impacts, raising awareness, leveraging technology, stakeholder collaboration, and boosting domestic tourism. The findings show that while the pandemic severely disrupted tourism, these themes offer a roadmap for revival. The authors note a lack of pre-pandemic research on Pakistan's tourism evolution and suggest future studies to support the industry's growth.

#### **2.4 Language and Blogging**

Rashid and Howard (2023) studied how blogging improves English writing skills among EFL students at a Pakistani university. They surveyed and interviewed 23 students using a mixed-method approach. Results showed that students had positive attitudes toward blogging, especially when using smartphones. Their confidence and motivation increased, leading to better writing abilities. The method also supported their social and educational growth. The study suggests blogging can be a useful tool for both EFL teachers and learners.

Garcia et al. (2019) examined how blogs support higher education students in the UK and USA. Using a qualitative PLS-SEM approach, they found that blogs positively influence learning attitudes. Students and teachers benefit from blogs as they enhance teaching methods and academic success. The study highlights blogs as a valuable social media tool in education. Their interactive nature makes learning more engaging and effective.

Atteneder and Rodriguez-Amat (2024) analyzed 6,000 blogs from geospatial platforms like ESRI. They studied how language shapes perceptions of the future in these blogs. Findings revealed that the industry promotes techno-solutionism, presenting technology as the answer to complex societal issues. These ideologies influence public discourse and democratic communication. The study highlights how digital narratives shape societal development.

Amber (2024) studied Pakistani feminist blogs on the Aurat March Movement (2018-2023). Using Feminist Critical Discourse Analysis, the research examined themes like gender inequality and power dynamics. Blogs highlighted issues such as workplace harassment, bodily autonomy, and transgender rights. Feminist bloggers argued for systemic change to achieve

equality. While acknowledging flaws in the movement, they emphasized its role in challenging traditional norms. The study calls for sustained efforts to address gender discrimination.

Bibi et al. (2024) compared metadiscourse markers in Pakistani and Native English travel blogs. Using Hyland's (2005) model, they analyzed 15 blogs. Pakistani bloggers used more interactive markers, reflecting cultural connections, while Native English blogs focused on storytelling. The study shows how cultural influences shape language use in travel writing. It highlights differences in communication styles between the two groups.

Hassan (2023) examined how Pakistani bloggers portray Afghan refugees. Using Corpus-Assisted Discourse Analysis, the study found both negative terms (e.g., "terrorists") and positive references (e.g., "Islamic brotherhood"). Media often blames refugees for economic and social issues. However, historical and religious ties also foster solidarity. The research reveals the complex role of language in shaping refugee perceptions.

Ikromovich and Shavkatovich (2024) analyzed American and British travelogues about Central Asia. These narratives blend cultural, historical, and political insights, offering vivid descriptions of the region. Travelogues help readers understand Central Asia's rich heritage. The study emphasizes their role in making the region's history and landscapes accessible to a global audience.

## 2.5 Theoretical Framework

EcoCDA by Arran Stubbe is employed in this study to understand how bloggers (native and non-native) share their views on the beauty of nature. According to Stubbe, the model looks at narrative frames such as the aesthetic one, which talks about the beauty disturbing images can provoke; the salience one, which presents examples of things that either stand out or are forgotten; and the cultural one, which connects natural settings with important aspects of society. It further identifies three categories for environmental discourses, those that are beneficial, those with mixed feelings (ambivalent) and those that consider destructive. Based on this model, the study proves that bloggers highlight various aspects of nature's beauty in line with their own values and the way language influences people's views on the environment.

## 3. Methodology

The study is qualitative in nature since it examines the experiences that are posted on environmental blogs rather than just numbers. It focuses on how bloggers from different backgrounds describe the environment of Pakistan and what their opinions are. It answers the two research questions, environmental narrative frames and ideological representation. For this study, Stubbe's Eco-Critical Discourse Analysis (EcoCDA) model is used as an analysis tool. The researcher selected 20 blogs by purposive sampling, half of which belonged to native Pakistanis and the other half to non-native who blog from India, Germany, US and UK. These blogs have been selected to study as they are open to the public, centered on Pakistan's environment and are long enough to be thoroughly studied. These blogs are discovered by searching online using keywords and then they are carefully reviewed to fulfil the research's requirements. After that, all these are analysed.

## 4. Data Analysis

### 4.1. How do natives and non-natives frame environmental narrative in their blogs?

The analysis of the blogs for this question is done by applying Stubbe's (2017) model as it is helpful to sort out the narrative types for environmental frames. According to him, narrative frames are little packets of knowledge about anything in this world and it tells the story related to any specific area like salience frame, in which a worthy considerable knowledge is highlighted, and erasure frame in which frame any knowledge that is considered as unworthy to address is neglected. Blog wise analysis of each group is as follows:

#### ***4.1.1. Native Pakistani Blogs***

The first blog presents Pakistan's environment through an attractive presentation of its natural beauty and cultural heritage. Multiple environmental frames become visible on analysis. The blog showcases an aesthetic frame through its presentation of Karakoram mountains and Hunza Valley alongside the scenic beaches. The author uses phrases such as “awe-inspiring features” and “stunning views” to demonstrate how language generates admiration toward natural beauty. The blog establishes the salience frame through continuous references to prominent natural features including glaciers and mountain peaks which serve as key elements of the story. Natural sites in this context maintain a strong connection to local traditions through their association with the small villages of Hunza Valley and their distinctive customs. The blog also focuses on ecological appreciation with cultural heritage to create a story that unites environmental beauty with human life. The erasure exists in a subtle manner because environmental challenges remain absent from the content even though nature receives praise. The blog creates an environmental story that glorifies Pakistan's natural resources while ignoring ecological problems.

The second blog tells an environmental story about Lulusar Lake through its presentation of untouched natural beauty and thrilling recreational activities. The aesthetic perspective dominates this blog through its descriptions of “crystal-clear water” and “snow-capped peaks” and “colorful wildflowers” which present nature as a beautiful sight to behold. The lake stands out as essential because it provides water to the Kunhar River which establishes its environmental value. The adventure frame appears through the blog's focus on hiking, boating and winter sports which demonstrates how nature serves as a space for human recreational activities. Through its language the blog presents people in peaceful coexistence with nature while encouraging both discovery and admiration. Similar to the previous blog there exists an erasure frame since the entry fails to address environmental preservation or potential threats to the lake's ecosystem. The environmental story here presents nature as both an adventure setting and an aesthetic display that strengthens its value for cultural activities and recreation.

Through multiple perspectives the third blog presents an environmental story about Pakistan that showcases its natural beauty. The author uses the aesthetic frame to describe Pakistan's natural beauty through detailed descriptions of beautiful valleys and clear lakes and majestic peaks. The cultural frame provides strong connections between natural landscapes and historical and cultural heritage by linking the ancient city of Taxila to Mughal architecture. The combination of perspectives offers an integrated understanding of Pakistan's environmental value which consists of its natural beauty and historical importance. The documentary highlights national identity through its emphasis on representative natural places starting from the Karakoram Highway and Deosai Plains. The environmental challenges such as pollution and climate change are completely omitted from the presented discourse through the erasure frame. The blog presents an environmental story that highlights natural beauty while ignoring environmental issues which results in an incomplete understanding of the ecological state.

The fourth blog creates an environmental story that showcases Pakistan's magnificent natural landscapes with their diverse features. The aesthetic frame stands out through its descriptions of magnificent peaks and peaceful valleys and abundant greenery which generates admiration. The blog integrates cultural elements when it discusses historical sites including Lahore Fort and Shalimar Gardens to establish connections between environmental beauty and cultural identity. The blog emphasizes the significance of famous natural and architectural landmarks through repeated mentions in its salience frame. The extensive portrayal of natural and cultural heritage in the text contains an erasure frame because it fails to address

environmental issues and conservation practices. The environmental story of this piece highlights Pakistan's magnificent aspects without addressing ecological matters.

The fifth blog presents an environmental story by showcasing Pakistan's wide range of landscape views. The aesthetic frame stands out through the blog's detailed descriptions of Himalayan snow peaks and beach tranquility and valley verdancy. The blog demonstrates a cultural framework which connects natural beauty to historical landmarks alongside regional traditions in Pakistan. The salience frame emerges because Hunza Valley and Badshahi Mosque maintain their positions as core elements of national identity.. Environmental challenges and sustainability efforts disappear from the discussion in this piece despite their importance. This blog's environmental narrative highlights the country's natural and cultural wealth without addressing ecological concerns.

The sixth blog presents Pakistan's natural surroundings as an earthly paradise through its strong aesthetic framing which glorifies the country's multiple landscapes. The text uses descriptive language to present the rich valleys and majestic mountains and peaceful beaches while creating a picture of untouched natural beauty. The blog highlights historical landmarks by showing their connection to natural environments through features on the Lahore Fort and ancient religious sites. The blog repeatedly highlights Hunza Valley and Swat as important national symbols through the salience frame. The blog contains an erasure frame because it fails to acknowledge environmental problems or sustainability practices or conservation efforts. The article presents nature as a beautiful cultural site without addressing its ecological condition.

The seventh blog creates an environmental story about Pakistan's enchanting northern regions. The blog uses the aesthetic frame to describe snow-capped peaks along with azure lakes and lush green valleys which present an image of pristine wilderness. A cultural framework displays the traditional ways of local peoples alongside their visitor hospitality which derives from their natural habitat. The salience frame takes shape because the article highlights two well-known destinations Fairy Meadows and Lake Saif-ul-Mulook as essential sites to visit. The blog adopts a conservation frame by discussing the necessity of responsible tourism for protecting these natural wonders. The blog demonstrates a new perspective than previous entries by recognizing environmental responsibility but the discussion stays brief. The environmental storyline in this piece displays a combination of natural beauty appreciation and weak conservation recognition.

The eighth blog tells an environmental story that combines Pakistan's natural splendor with its cultural heritage. The blog uses a powerful aesthetic framework to describe Pakistan's magnificent mountains and beautiful valleys and peaceful beaches. Natural sites acquire national pride through the cultural frame which links their historical importance to local traditions. The blog repeatedly mentions the Hunza Valley and Makran Coastline to create a salience frame. The blog promotes preservation of natural landmarks through its conservation frame because it explains how responsible tourism helps safeguard these places. This blog recognizes environmental protection needs which advances toward a comprehensive environmental storytelling.

The ninth blog presents Pakistan's natural beauty by combining cultural elements with aesthetic descriptions. The narration provides striking details about Pakistan's diverse territorial features which range from snowy peaks down to verdant valleys followed by oceanic beaches and thus establishes a robust aesthetic backdrop. National identity finds expression through the cultural frame that connects historical sites with the natural environment including Mohenjo-Daro. The Karakoram Highway and Hunza Valley serve as key elements in Pakistan's environmental and cultural story because they receive special attention in the narrative. The



environmental frame stays hidden because the article fails to discuss ecological dangers and conservation strategies. The blog creates an optimistic environmental story based on aesthetic and cultural elements yet fails to address environmental sustainability issues.

The tenth blog presents Pakistan as a potential dream destination by constructing an environmental story. Strong aesthetic language defines the blog through its beautiful descriptions of grand mountain peaks and transparent lakes and unpolluted beaches. Natural experiences in Pakistan are enriched by a prominent display of cultural sites and traditions. Repeated references to well-known features such as the Deosai Plains and Skardu Valley establish these sites as important points of interest. The introduction of an adventure frame within the blog highlights both trekking and boating activities among its main elements. The erasure frame continues to exist because environmental concerns alongside conservation measures are not addressed. The blog portrays Pakistan's cultural and natural wealth but fails to discuss environmental responsibility.

#### **4.1.2. Non-Native Blogs**

The first non-native blog delivers an exceptional environmental story which emerges from a perspective of discovery and admiration. The aesthetic frame dominates because the writer describes Pakistan's "untouched beauty" and "stunning scenery." Visual descriptions of snow-covered peaks and valley beauty and glass-like lakes demonstrate how beautiful the environment appears to be. The salience frame highlights Nanga Parbat and the Rakaposhi Base Camp while these natural landmarks serve as fundamental components of the expedition. The author develops an adventure frame by expressing his tracking and exploring passion while viewing nature as both an active space and a personal testing ground. The cultural frame emerges through descriptions of welcoming local people who combine their social interactions with their love for nature. The blog shows an intentional omission of ecological matters and conservation work because it exclusively highlights the beautiful and adventurous parts of the environment. The blog presents an enthusiastic portrayal of Pakistan's environmental resources through these frames without acknowledging its ecological risks.

The second blog presents Pakistan's environmental aspects through the perspective of exploration and wonder. The aesthetic frame prevails throughout this blog as the author describes "breathtaking views" and "pristine landscapes" to depict untouched natural beauty. The salience frame takes shape through the author's constant references to popular locations such as the Hunza Valley and the Deosai Plains which he presents as fundamental travel destinations. The author showcases an adventure perspective by featuring hiking and camping and photography as they represent ways to discover nature through exploration. The cultural frame becomes visible through the blog's positive reception of local customs together with its acknowledgment of friendly encounters with local people. The blog maintains an erasure frame because it neglects to discuss environmental challenges or conservation efforts in its extensive description of natural Pakistan. The blog constructs an image that promotes Pakistan's beautiful natural scenery but ignores environmental issues and sustainability challenges.

The third blog emphasizes an environmental story about Pakistan's peaceful and enigmatic natural territory. The aesthetic frame delivers powerful descriptions that create a beautiful image of serene lakes and rugged mountains and dense forests. The salience frame becomes prominent because the blogger repeatedly promotes destinations such as Skardu and Fairy Meadows which he presents as essential travel locations. The adventure frame showcases how the blogger explores physical and emotional growth through trekking and mountaineering and camping activities in the environment. The cultural frame deepens the content through its descriptions of local customs and friendly hospitality that characterizes the visited communities. Environmental conservation and ecological concerns remain absent throughout

the entire blog. The blog presents an account of beautiful adventure experiences but fails to address the significance of environmental conservation.

The fourth blog presents Pakistan's environmental elements as objects of admiration for their natural wonders. The author uses the aesthetic frame to describe the “majestic peaks” and “crystal-clear rivers” because he admires and wonders about them. The author places Deosai National Park and Saif-ul-Mulook Lake at the forefront of their discussion because these landmarks represent vital symbols of Pakistan's natural beauty. The article develops an adventure perspective through its storytelling about outdoor adventures and exploration and reveals the cultural perspective by mentioning Pakistan's hospitable inhabitants who deeply bond with their natural environment. The environmental depiction of Pakistan remains vivid yet the erasure frame continues because the article fails to address either environmental protection initiatives or ecological matters. The blog story combines admiration and adventure elements without discussing sustainability matters.

The fifth non-native blog tells a story about the excitement of discovering Pakistan's beautiful natural scenery. The writer employs the aesthetic frame by describing in detail the green valleys, mountain peaks and tranquil lakes. The Karakoram Range together with Shogran Valley stand as prominent locations because they represent essential sights to experience. Throughout the blog the author uses an adventure frame to express their love for hiking and boating and camping activities. The cultural frame appears through mentions about local communities alongside their relationship with nature. The erasure frame exists because this piece fails to discuss ecological matters or conservation initiatives. The blog develops an explorative story of admiration without addressing environmental sustainability issues.

The sixth blog shares an environmental story which combines appreciation with thrill. The aesthetic frame emerges strong due to its detailed illustrations of snow-frosted peaks and gleaming streams and colorful meadows. Through the salience frame the blog emphasizes two major tourist attractions namely Fairy Meadows and Saif-ul-Mulook Lake which it presents as must-visit destinations. The adventure construction takes strong prominence through wilderness activities which include trekking as well as skiing and paragliding. The cultural frame enriches the story by describing traditional customs and inviting hospitality of the locals. The narrative omits environmental challenges and conservation efforts because they are completely absent from its portrayal despite its colorful presentation. Although the blog pays homage to natural splendor by presenting adventurous experiences it fails to tackle any environmental issues.

The seventh blog illustrates both tranquil and adventurous aspects of Pakistan's natural landscape. The platform uses its aesthetic qualities to present rich language that describes green valleys combined with tall peaks and water reflections sparkling like lakes. The Neelum Valley and Deosai Plains serve as central focal points within the text because the author presents them as fundamental destinations. Through his hiking and mountaineering and camping experiences the blogger creates an adventure frame that shows nature as an exciting domain for exploration. The narrative of environmentalism reaches deeper levels through the cultural frame because of the appreciation displayed toward local hospitality and traditional customs. The blog lacks environmental protection and sustainability discussions which indicates the presence of the erasure frame.

The eighth blog depicts Pakistan as a destination where visitors can discover both natural beauty and cultural treasures. The aesthetic frame prevails throughout this blog through its vivid descriptions of breathtaking mountain peaks and colorful meadows and peaceful rivers. The salience frame establishes Skardu and Hunza as essential travel destinations which attract numerous tourists. The adventure frame emerges when the blog focuses on hiking and

photography activities which present nature as an exploration ground. The cultural frame unveils significant connections between residents of the area with their environment and ecology. The article continues to use the erasure frame which omits discussion about environmental threats or conservation practices thus keeping the main focus on admiring and adventurous elements.

The ninth blog presents Pakistan's environment as an immaculate unspoiled natural wonder. Aesthetic imagery within the text gives vivid descriptions of streets, mountain peaks and lake waters that achieve strong impact. The Karakoram Highway and Deosai National Park stand as the main attractions in the salience frame because they represent vital stops for travelers. The blog uses an adventure frame to describe trekking and mountaineering activities that show nature as an exciting realm for exploration. Through the cultural frame the blog showcases traditional local communities while featuring their authentic way of living and welcoming nature. The blog continues to show an omission by not addressing environmental protection or sustainability issues.

The tenth blog explores Pakistan's wide range of natural landscapes. The blog uses the aesthetic frame to describe beautiful mountains alongside peaceful lakes and colorful fields. According to the salience frame Fairy Meadows and Hunza stand out as vital travel destinations. The blogger creates an adventure frame by showing excitement about hiking and camping and photography activities. The cultural frame strengthens the narrative by celebrating Pakistani traditions as well as their warm hospitality toward visitors. The story lacks ecological content as well as conservation information while these topics are completely absent from the text. The blog presents a positive discovery of beauty without discussing environmental sustainability challenges.

#### **4.2. How do bloggers portray the ideological representation regarding environment?**

This is the last question of this research. The analysis for this question is done through Stibbe's (2017) framework. Detailed analysis of each blog is given below;

##### **4.2.1. Native Pakistani Blogs**

A beneficial environmental ideology emerges from the first native blog because it praises Pakistan's natural beauty and cultural heritage. The blog presents Karakoram mountains and Hunza Valley alongside Taxila and Badshahi Mosque to create a picture of environmental treasures which strengthen national identity and pride. The blog presents descriptions of untouched landscapes together with peaceful human-nature interactions to demonstrate an ideology which values environmental abundance. The blog's failure to address environmental concerns or conservation practices generates an uncertain message because its main focus on admiration neglects the necessity of ecological stewardship. The dominant ideology functions positively by showing nature as something wonderful and culturally important.

The second blog adopts a beneficial environmental ideology which highlights both the scenic beauty and ecological importance of Lulusar Lake and its mountainous surroundings. The blog creates a powerful image of nature by describing clear water and snowy peaks and diverse wildlife to establish nature as a vital part of national identity. Though the article excluded discussions about environmental issues like air pollution and tourism effects it created an uncertain dialogue. The blog uses natural beauty as a tool to create appreciation but its lack of sustainability and conservation content weakens its message about environmental responsibility.

This third blog combines positive feelings about Pakistan's natural beauty with an unclear stance on environmental awareness. The text highlights the visual and cultural significance of places like Deosai Plains and Karakoram Highway while using them to represent national pride. The sites lack representation when it comes to environmental

protection and sustainability issues creating a gap in ideological discourse. The blog demonstrates dual perspectives about natural wealth while neglecting environmental responsibility which produces a complex attitude.

The fourth blog adopts a beneficial environmental perspective by honoring both Pakistan's natural landscapes and cultural heritage sites. The blog uses detailed descriptions of peaceful valleys and impressive peaks to demonstrate that nature holds immense value for the nation. The blog emphasizes the cultural aspects which connect environmental love to historic patrimony and customs of the region. The blog lacks discussion about environmental conservation which produces an unclear message similar to previous entries. The beneficial ideology suffers from a slight weakness because it lacks ecological responsibility.

The fifth blog presents an overall positive environmental perspective by showcasing Pakistan's remarkable landscape variety. The writer uses vivid descriptions to show their deep respect for both the Himalayas covered in snow and the green valleys and historical sites. The blog incorporates cultural elements by showing how natural beauty connects to traditional customs and historical heritage of the region. The blog reintroduces the erasure frame by neglecting to discuss environmental issues and conservation practices. The article omits environmental conservation details yet it maintains a prevailing respect for environmental value.

The sixth blog fails to clearly express its position regarding environmental matters. The article presents Pakistan's scenic natural views with mountain peaks and Attabad Lake without discussing ecological threats or conservation measures. The blog relies on visuals and cultural elements to draw readers although environmental matters take a backseat. The blog shows conflicting environmental viewpoints through its appreciation of natural beauty and cultural value without discussing sustainability practices.

The seventh blog shares a positive environmental outlook because it presents Pakistan's northern wildlife diversity and beautiful landscapes in an enthusiastic manner. The blog presents extensive forests and historical sites with lush green valleys that demonstrate human coexistence with nature. The absence of ecological preservation discussions in the blog produces uncertainty because it fails to address environmental matters. Although the blog presents nature positively it remains uncertain because it fails to include content about environmental preservation.

The eighth blog displays mostly positive environmental perspectives by showcasing Pakistan's coastal regions and mountainous areas. The blog explains how Hingol National Park along with the Makran Coastal Highway function as vital natural landmarks since they unite their aesthetic appeal with their historical significance. The eighth blog utilizes an erasure frame to display its information since it neglects to discuss environmental challenges and conservation efforts. Natural beauty receives praise in this text yet environmental attitudes remain unclear because ecological knowledge remains insufficient.

The ninth blog displays uncertain environmental views because it shows positive nature sentiments without discussing ecological matters. The blog displays Pakistan's various geographical regions by featuring both Thar's dry desert areas and Swat Valley's lush landscapes. The absence of environmental threat analysis and sustainability issues within the blog produces conflicting representations of the environment.

The 10th native blog delivers environmental advantages through detailed descriptions that highlight Pakistan's natural and cultural heritage diversity. Deosai Plains and Hunza Valley are important national sites and the blog stresses the cultural importance and ecological worth of these areas. Uncertainty is also created by the silence about environmental conservation



discussion in the blog, which doesn't discuss the important need for environmental resources protection.

#### **4.2.2. Non-Native Blogs**

The initial blog entry from a non-native perspective presents Pakistan as an untouched paradise which offers both natural beauty and adventure opportunities. The blog presents an extensive description of Pakistan's snow-covered peaks and fertile valleys and clean lakes to showcase the country's natural beauty. The writer's appreciation for Pakistani hospitality and wilderness experiences strengthens their overall positive perspective. The blog fails to address ecological problems or conservation efforts which creates an unclear impression. The prevailing ideology continues to be beneficial because it centers on expressing admiration and appreciation.

The second blog showcases Pakistan's beautiful landscapes and cultural attractions as part of its beneficial environmental perspective. The blog showcases both the peaceful atmosphere of Hunza Valley while presenting Deosai Plains as an adventure destination. The blog presents an understanding of nature by celebrating its beauty while demonstrating respect for cultural traditions. Like the initial blog entry this piece lacks conservation discussion which creates an ambivalent impression that celebrates the sights without environmental accountability.

The third blog demonstrates ambivalent environmental views by showing appreciation for Pakistan's natural landscapes while failing to display awareness about environmental issues. The writer commends the beauty of Skardu without any mention of environmental conservation and protection. The blog presents nature as an exploration setting rather than an ecological subject of importance. The author maintains a dual perspective about nature by recognizing its worth but neglecting its environmental duties.

The fourth blog showcases a primarily positive environmental perspective by describing Pakistan's stunning mountain peaks and peaceful valleys with great detail. The blog shows how nature and local culture work together in perfect harmony by demonstrating that the environment represents an essential part of Pakistan's national identity. The universal appreciation of nature in this blog encounters a setback through elimination of environmental threats and conservation gaps. The inconsistent delivery of environmental information becomes a result of this approach.

The fifth blog adopts an unclear environmental perspective because it displays Pakistan's natural beauty without addressing ecological sustainability. The blog presents nature as recreational space for mountaineering and hiking but fails to address either environmental protection needs or natural system vulnerability. The author presents double perspectives by expressing positive thoughts while overlooking environmental concerns.

The sixth entry primarily presents a supportive view of its environment by showing the beautiful landscapes and cultural variety of northern Pakistan. The blog describes Fairy Meadows and Nanga Parbat in detail to appreciate their natural beauty and traditional cultural elements. The absence of conservation-oriented content in the article generates uncertainty because it indicates there is no attention to environmental stewardship.

The seventh blog acknowledges natural beauty in its dual environmental perspective but does not discuss environmental issues. The blog promotes Deosai Plains trekking and camping activities yet neglects to address sustainability or ecological preservation methods. The writer values natural values under this ideology but does not address environmental responsibility needs.

The eighth blog uses an advantageous environmental approach to present Pakistan's natural areas as magical yet accessible for exploration. The blog details the cultural richness of

Hunza along with the pristine state of Attabad Lake to demonstrate Pakistan's natural treasures. The lack of environmental protection efforts in the text generates uncertainty because the author expresses admiration for nature but fails to show any dedication to environmental preservation.

The ninth blog combines positive and negative environmental approaches by promoting mountainous adventure spots in Pakistan. The article shows outdoor activities effectively but fails to address environmental conservation thus weakening its main message. The blog recognizes the natural environment while failing to address environmental dangers.

The tenth blog presents a positive environmental outlook by highlighting distant Pakistani territories that showcase natural harmony between nature and culture. The blog presents Skardu Valley through detailed descriptions and traditional practices to show how people depend on their environment. The absence of conservation practices leads to an unclear situation that shows appreciation without genuine environmental stewardship.

## **5. Conclusion**

The research focused on how both native and non-native environmental bloggers describe and discuss the nature of Pakistan by examining their language using the Eco-Critical Discourse Analysis. 40 blogs were examined and it was noticed that people from different language backgrounds write about Pakistan's environment but have different styles. They both focus on Pakistan's attractive nature and mention iconic spots that reflect what the country is known for environmentally. They differ the most in the way they relate nature to culture. Those who live in Canada as native bloggers channel their environment and traditions through their writing, while non-natives usually highlight their experiences, the customs they encounter and how they were treated in the country. Non-native adventure travel is very popular in their blogs, but native bloggers tend to write about how to appreciate nature and culture. Last, caution quotes and today's comments tend to sideline concerns about the environment or conservation, showing the same lack of discussion about those subjects. Further, you can see that bloggers from different cultures suggest similar as well as different approaches to environmental protection. Pakistan's amazing nature and traditions make most of them appreciate nature. Native bloggers often link nature to national identity and history, showing it as part of their cultural heritage. On the other hand, non-native bloggers see nature more as a place for fun and adventure, showing a tourism-based view. However, both groups show mixed (ambivalent) views because they rarely talk about serious environmental problems or solutions like conservation. This shows a lack of ecological awareness in both groups. Still, none of the bloggers show harmful or destructive ideas; they mainly focus on sharing their personal experiences and stories.

The research reveals how the way people view the environment in blogs is strongly affected by language and culture. The study suggests we need better environmental communication that respects both nature and culture, while also raising awareness about ecological problems. This is useful for tourism planners and environmental groups to create messages that support cultural respect and protect the environment. By understanding how bloggers talk about nature and culture, these groups can connect better with their audiences to encourage caring for the environment. However, this research has some limits, like a small number of blogs and only focusing on written posts from Pakistan. Future studies should look at more blogs, include videos or photos, and study environmental talks from other cultures to get wider views. Also, using different ways to analyze language might reveal new insights. Future research should pay more attention to environmental problems and ways to keep nature safe in online media.

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