



THE IMPACT OF ECOLINGUISTIC JARGON IN PAKISTAN'S ENVIRONMENTAL POLICIES ON PUBLIC CLIMATE CHANGE AWARENESS

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Abstract

This study seeks public communication is critical to solving Pakistan's difficulties. Environmental issues have become dangerous, and the people of Pakistan are not evenly aware of it. Environmental regulations do not work well due to a lack of clear communication. This study encourages change by using simple phrases in environmental policies and avoiding jargon. The data collection for this study focused on environmental policies. Environmental Communication Theory (ECT) describes how to make communication convincing and effective by following the phases of the Environmental Communication Model. Barriers impede effective communication. Complex terms (jargon) act as impediments to people's understanding, creating problems. This research might be applied to the educational sector, and this Ecolinguistics Public discourage could produce a significant change for environmental conservation.

Keywords: *Environmental Issues, Environmental Policies, Ecolinguistics Jargon, Public Understanding, ECT.*

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1. Introduction

The role of language is an important unit to make the environmental ideas and perception. Climate change is an environmental issue, but people are not properly aware of that. Even not only Pakistanis but rather other countries like America, they use complex terms like "mitigation" and "adaptation". These terms give the specific meaning, and only climate scientists know about it. Public awareness is almost zero about these terms. Environmental communication is a public discourse. We solve ecolinguistic issues under the public discourse. Discourse is a basic unit of language beyond the sentence and is strongly connected with a specific context. Public discourse and ecolinguistics are interconnected. As ecolinguistics is a field of language in environmental study. We analyze the issues of environmental changes due to toxic things. When we want to study the environmental problems and policies in Pakistan. We see the people are aware of the climate problems; if they are not, then we make sure people understand these things through the easy terms. This is mandatory for effective environmental communication. In Pakistan, majority are educated people. If we talk about educated persons, they also don't even know about complex environmental terms because these are not simple terms; only those people who have knowledge of climate issues know about them. Unexpectedly, Pakistanis are not only unfamiliar with the complex terms, they don't know about the meaning of the very basic ecolinguistics' terms like "Green Pakistan". Smog is a major environmental issue in Pakistan but many people don't know about it.

1.1. Statement of problem

In Pakistan, climate change and environmental protection become challenging to follow due to complex environmental policies. People are confused about complex terms used in policies and public environmental discourse. These terms, like jargons, create problems in understanding the climate issues and in making potential solutions to climate change.

1.2. Research Questions

1. What is the effect of language on environmental change?
2. How does language impact Pakistan's environmental policies and issues?
3. How do complex terms (jargon) create a problem in understanding climate issues?

1.3. Research Objectives

- To analyze the effects of language on environmental change.

- To examine how language impact Pakistan's environmental policies and issues.
- To analyze how complex terms (jargon) create a problem in understanding climate issues.

1.4. Delimitations

This research could be applied to the educational field study of environmental problems through the language, and we can reduce these problems in Pakistan through this awareness. In the future this will be helpful for a better and cleaner environment.

2. Literature Review

Tufte (2006) emphasizes the importance of clarity and simplicity in communication, arguing that complexity in language (like jargon) often leads to misunderstanding or exclusion of non-experts. Climate change affects every activity of life, and clear climate communication is important to maintain in everyday life activities. This research also points out the use of jargon in Pakistan's environmental policies; simple and clear communication is very important to understand the environmental rules. Cox (2007) focused on how communication influences relationships and behavior with the environment and how it can be used to promote environmental awareness and action, and our good communication is very important in the shaping and perception of the environment. This paper also highlights the difficulty and lack of understanding with the environment due to the complex communication. Littlejohn & Foss (2009) correlate communication and environment and say that they are closely related to the social systems. Environmental communication looks relationships between society and the natural world beyond the human. Like this study, also keep concern about the maintenance of communication between the society and environment. Yuniawan et al. (2017) say lingual units of green discourse will have an effect on the people's sense and involvement in the writing, reading, and speaking in discourse. When green discourse is actionable then attitude and feedback to the environment automatically will be positive. Wilson & Orlove (2019) write in their review that difficult words and phrases create problems in understanding environmental issues. These phrases like removal of carbon dioxide, sustainable developments, and tipping points etc. If we can't understand actual problems, we will not give potential solutions. According to Meyer et al. (2020) narrative framing and storytelling have a very significant impact in raising public awareness regarding climate and environment.

Zahoor's research (2021) focused on the Eco-discourse analysis of English textbooks in Pakistan. His research findings strengthened the postulate that eco-linguistic jargon is very limited as compared with the anthropocentric discourse in the English textbooks at primary level in Pakistan. Such lesser use of eco-centric discourse is the main hurdle to achieving public awareness about ecology in Pakistan. Nasir et al. (2022) worked on how the media has portrayed 'Clean Green Pakistan'. They included the print media in the research study and their research was exclusively about how advertisements in the print media during 2019–2021 portrayed ecology and how the language of these print advertisements were perceived by the people of Pakistan. Another purpose of their study was to check the ecological awareness of the people of Pakistan through these print media advertisements. It has been vastly observed that both print and electronic media in Pakistan present climatic occurrences as an episodic crisis which could be solved more by funding than taking grass-root level initiatives to solve the climatic and environmental issues. Amjad et al. (2022) examined the textbook of Pakistan with regard to the availability of eco-linguistic discourse. According to them, there is a minimal availability of the discourse of climate-change in these textbooks that post a major threat to raising public awareness. The crux of Ahmed and Iqbal's research (2022) was that the culturally assimilated language instead of using lingua franca, English language in the policy documents proves vital in enhancing climatic and ecological awareness amongst the Pakistani public. Khan & Farooq's research (2023) examined the use and impact of climatic jargon in National Climate Change Policy (NCCP). According to them the technical vocabulary used in this policy was incomprehensible for the public because no major change in the public's environmental behavior was observed. The study conducted by Rahman and Shafqat (2023) found out the strategy of mixing and switching codes between Urdu and English proved very effective in enhancing the ecolinguistic jargon in Pakistani public. Ali & Shaheen (2023) made an analysis of eco-linguistics and presence of climatic awareness in the Dawn Newspaper from the year 2019 to 2023. According to them the use of semiotics relevant to ecology hold a much more importance for the public awareness regarding environment and nature. Faraz and Saleem (2024) conducted research on semantic frames. Their research was based on an eco-linguistic discourse analysis of CPEC documents. They observed that ecological awareness was lesser emphasized than the economic growth in the CPEC documents which highlights the need of maintaining natural environment neat and clean and also more emphasis should be laid on ecology along with country's economic strength in the international projects like CPEC. Naureen & Janjua (2024) conducted research on the editorials of the Dawn News. Their research was targeted to examining the depiction of ecolinguistics in these editorials. They concluded that the language of urgency instead of the language of normalization had a significant impact on the reader's mind and if language of urgency is preferred over the language of

normalization, it can enhance reader's engagement towards taking positive steps in ecological sustainability. Habib & Zahra's research (2024) focused on an analysis of portrayal of flood in the print media of Pakistan. They used semiotic framework to conduct this research study. According to the findings of this research study, if the language as well as visuals of catastrophe and flood are used in the print media, the readers can be made more aware of the urgency to solve the climatic problems by stirring their emotions through pictures of flood and other natural disasters. Sadiq et al. (2024) conducted research on the EDA (environmental discourse analysis) of print media in Pakistan. As per the findings of their research anthropocentric discourse prevailed over the eco-centric discourse in Pakistani print and digital media. According to them, such anthropocentric discourse should be removed from the print and digital media of Pakistan in order to enhance ecological awareness of public in Pakistan. It has been widely noted that economic storylines are given precedence over ecological ones in Pakistani print and electronic media. Global policy frameworks, like UNFCCC (2015) regard that public awareness is one of the six pillars for international policy framing regarding ecology, nature and environment. Similarly, strategies on carbon literacy as highlighted in the work of Kretschmer (2024) suggest that there is a dire need of public training on eco-linguistic jargon which can improve the public environmental behaviour and enhance public engagement in his concern.

2.1. Research Gaps:

The works cited in this literature review bring forth the following major research gaps in the domain of public awareness and eco-linguistic jargon:

- a) It has been observed through an analysis of the existing literature that none of the studies analyses the availability and the use of ecological jargon in policy documents.
- b) It has also been seen that no research studies have been found on the mediation of eco-linguistic jargon by the social media.
- c) Moreover, no research has been found with regarding to examining how the use of eco-linguistic jargon shapes students' behavior.
- d) Similarly, there is research gap on the awareness of ecology amongst the urban and rural youth though the print, and electronic media.

3. Methodology

This paper is based on qualitative investigation. The study focused on analyzing and basing itself on the textual and linguistic features of environmental policies. We observed and elaborated on the impact of environmental policies' jargon on the Pakistani

people. The ecolinguistic approach tells descriptively how language in environmental policies shapes actions, behavior, thoughts, and policy effectiveness in addressing climate change.

3.1. Data Collection

For this research purpose, data has been collected from the environmental policies in Pakistan, and the focus is on the level of both national and provincial policies related to the Pakistan Environmental Protection (PEP 1997), rehabilitation and improvement of the environment, establishment of provincial sustainable development, control of pollution, and environmental quality standards. We will see the rules and regulations like the National Environmental Quality Standards Rule (2001), Rules of National Biosafety (2005), Rules of Hospital Waste Management (2005), Pakistan Climate Change Policy (2012).

3.2. Theoretical framework

In order to explore the Pakistan environmental policies. We will see the policies' language and difficult words and apply the Environmental Communication Theory (ECT). Different scholars like Cox III, 1980; Killingsworth and Palmer, 1992; and Carson, 1969) began to recognize environmental communication as a field of study with its own theories, methods, and applications. Yasir (2020) cites Cox's 'Environmental Communication Model' as a very beneficial model for understanding communication in the field of ecology. This model emphasizes the importance of values and beliefs in communication and helps the understanding of environmental issues. According to Killingsworth (2007) Cox focused on the complexities of environmental communication and examine the rhetoric surrounding environmental issues. According to the environmental communication model's steps, we see this research paper as (sender) the government gives the environmental policies, and the second step is (message) policies instruction will be climate change caused by human activities. We reduce it by following different policies. These instructions must work if the message shows clarity. The next step is the (medium) Report, policy, and legal framework. The general public (receiver) receives these policy instructions and gives their opinion (feedback), and public reaction depends on the understanding. If there will be language problem (barriers) these policies will not work. Our focus in this paper is on the analysis of the Pakistan environmental policies' language is based on public understanding or not, and this study enhances the importance of ecolinguistics. In the current research, we will try to explain the difficult words (jargon) that make a problem in understanding the environmental issues and policies' wording is according to public interest. The current research will also focus on the impact of

environmental policies' jargon on the Pakistani people. In order to explore Pakistan's environmental policies, we will see the policies' language and difficult words and apply the environmental communication theory (ECT). Environmental communication began to be recognized as a field of study with its own theories, methods, and applications in the late 1960 and in today's modern world it is recognized as one of the most important fields of study around the globe and many researchers are conducting researches in this field of study.

4. Analysis of the Data

Pakistan's environmental policies are based on the legal framework. These policies are issued through the administratively and technically sound institutions. The Pakistani government gave different policies after the separation of India and Pakistan. Two pieces of legislation (policies) the Pakistani government provides us. Two acts of 1983 and 1994; the first is the Pakistan Environmental Ordinance, and second is the Pakistan Environmental Protection. Under PEPO of 1983, different environmental laws are covered and try to be implemented in Pakistan through the public. These laws are contaminated cleanup, prevention mitigation, waste management, and sustainability of resources. These acts were focused on the implementation of environmental policies, the enforcement of National Environmental Quality Standards and the regulatory regime for hazardous substances. The National Environmental Quality Standards (Environmental Laboratories Certification) Regulations 2000. Environmental samples, 2001. Provincial Sustainable Development Fund Board (Procedure) Rules, 2001. Pollution Charges for industry Rules 2001. National Biosafety Rules, 2005 and laws of hospital waste management and hazardous substance. Under Imran Khan's leadership, the KPK government launched the Billion Tree Project in 2014. The KPK government focuses on the afforestation and deforestation efforts. Some laws contained in Pakistan for environmental protection are those for Solid waste and effluents, excessive noise, toxic and hazardous substances, underwater issues like marine and fisheries. Containing provisions for environmental Protection like noise, toxic and hazardous substances, solid waste and effluents, marine and fisheries, and due to agriculture creating some issues like degradation of soil and overgrazing and infant mortality and excessive use of fertilizers, pesticides, and chemicals, etc.

5. Discussions

According to the environmental communication model's steps, when the government (sender) provides the rules (messages) under the PEPO and PEP Acts even if

they did not bother to create these rules in the easiest wording, when message policies are not clear, how will people understand environmental issues and follow these rules.

Under PEPO of 1983, some laws, like contaminated cleanup, prevented mitigation and sustainability of resources. These words-contaminated, mitigation, and sustainability can't be understood easily. In the PEPO Act of 1997, these rules are also based on the jargon Prevent sustainable, hazardous substances, biosafety, afforestation and deforestation, effluents, marine degradation, pesticides, grazing, and infant mortality. According to the Environmental Communication Theory (ECT) and Environmental Communication Model, the communication could be clear and successive if the sender gives a clear message. If message policies are not clear, words are difficult, and these things will create a problem. People will not understand the climate issues, and the receiver (public) will give their opinion (feedback) and will not follow the rules, laws, and policies. Our research gives an idea to reduce the language barrier by using the easiest words. The very important thing is that the public's awareness is very important; we can give this awareness with important attention-grabbing and with the easiest wording. In Pakistan not worked on the environmental issues and on the analysis of environmental policies. With the passage of time, ecolinguistics has become a serious activity and a global ideology. Now, ecolinguistic research has spread to the non-European areas like China, Africa, and Brazil. Ecolinguistics has extended its area of activity to several countries in which it was formerly not present, where it is set to play an increasingly central role (Fill and Penz 2018). Pakistan is not a developed country and is under a lot of challenges and problems. The environmental climate changes are also dangerous issues. But we see in this research the effects of problematic words (jargon) that play a role in the understanding of environmental issues and policies.

6. Result

This research gives beneficial ideas and results. We should not work only on climate issues but rather on environmental rules, policies, and instructions' language. Why do we use difficult, non-understanding words and even not progress due to these difficult words? In Pakistan, not too much work on the environmental issues and even not on the policies' words (jargon) creates problems. Not too much research is conducted on these topics.

7. Conclusion

Effects of policies' language on the Pakistani people play an important role. If people have proper awareness about climate issues, we can keep our climate and

environment clean and will stay away from dangerous diseases. If we reduce these issues through language, give awareness and solutions, and in the form of a legal framework (policies), but in the easiest wording. Pakistan already has a lot of national and international problems. Clean Pakistan is our national problem, and the government gives us rules and regulations for environmental saving, but we don't know because we can't understand due to difficulty. Complex terms always create a problem in understanding, and this problem is not faced only by Pakistanis but also by people from other countries. Language plays an important role in effective communication. Pakistan is not a developed country, and Pakistani people are not well educated. So, they do not know these complex terms easily. The Environmental Communication Model's steps apply to the environmental policies, and see how to make persuasive communication through these steps: Sender, message, receiver, feedback, and barriers are not still working. PEPO and PEP act policies in the Pakistan; people don't know them, and they don't follow them.

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