



ERASURE OF THE GREEN LAND FOR A PROMISING FUTURE: AN ECOLINGUISTIC STUDY OF SOCIAL- MEDIA DISCOURSE IN HOUSING ADVERTISEMENTS IN PAKISTAN

Ambreen Shahnaz
ambreen@ciitwah.edu.pk

Assistant Professor, Department of English, Comsats
University, Islamabad, Wah Campus, Pakistan.

Manal Hajra Ahmad
manalhajra627@gmail.com

MS Scholar, Department of English, Comsats University,
Islamabad, Wah Campus, Pakistan.

Rimsha Asghar
rimsha2001asghar@gmail.com

MS Scholar, Department of English, Comsats University,
Islamabad, Wah Campus, Pakistan.

Abstract

This paper looks at the way major housing societies in Rawalpindi and Islamabad use social media as part of their promotional drives to support urban development with hardly any mention of its environmental consequences. The research analyzes persuasive language and attractive imageries posted on Instagram by Bahria Town, DHA Islamabad, Park View City, Gulberg Greens, and Capital Smart city that construct narratives of modern, green, smart living under which ecological degradation and social inequality actually lie. The analysis is made from an ecolinguistic perspective supported by critical discourse analysis and multimodal analysis to illustrate how particular words, metaphors, and pictures collude in appealing and convincing ways to make environmental harm appear aesthetically pleasing and socially desirable. It discusses the way digital ads use eco-friendly language to cover up the real price of land conversion, deforestation, and fast urban growth. “That version of digital storytelling contributes to reframing environmental loss as an indicator of progress by the public’s perceived view on development and how communities relate to nature.” By bringing to light the implicit messaging within these promo narratives, this study hopes to advocate more honest and accountable communication practices that would recognize ecological realities in urban growth. In the long run, what this study shares are that linguistic framing has a very pivotal role in instigating collective attitudes which can work both as a support and also become an impediment to the efforts towards sustainable urban futures.

Keywords: *Critical Discourse Analysis, Ecolinguistics, Greenwashing, Social Media Advertising, Urban Development.*

Corresponding Author: Ambreen Shahnaz (Assistant Professor,
Department of English, Comsats University, Islamabad, Wah Campus, Pakistan.).
Email: ambreen@ciitwah.edu.pk

1. Introduction

Pakistan is a country whose cities are growing at a high rate. This has led to the high demand of new houses. The big housing schemes have already become a symbol of urbanization and modernization in metropolises, like Rawalpindi or Islamabad. The social media and billboards advertisements portray perfect settings of clean streets, mansions and smiling families in the green backgrounds. These are instances which produce an illusion of peace and serenity. This is however a commercialized fact which conceals earth changes which are fundamental. Concrete and stores take the place of the land that serves as the source of food, rainfall and home to various animals. The change in land use is typically glorified as an advancement, but it changes the relationship to nature of individual people (Hassan, 2020).

Most of the market of such housing societies has moved to the online platform in the past few years. Instagram, Facebook or YouTube are used by the developers in efforts to appeal to the emotions of people who aspire to live a better life. Such adverts employ a soft language that is persuasive. Certain terms like smart, green and luxury were used repeatedly in the posts to generate an impression of lack of a war between the type of advanced technology and nature itself. All these pictures are supported with messages of clear skies above, trimmed lawns, and smooth roads below. Through **most of** these landscapes, the assistance of tree cutting, leveling of the hills and the natural eco systems which gave way to planned housing has been made. In such digital presentations, the audience is convinced or convinced to feel at ease and not to forget what was done in **sight** to make these scenes (Ali & Mehmood, 2021).

The study subject under discussion is the process of the infiltration of these words and pictures into the imaginations of individuals and the study methodology is anchored on the ecolinguistics discipline since it is a relatively new research field on the powers that language holds over the **way** humans relate to nature. Ecolinguistics does not end with the analysis of words but rather goes further and analyzes behind the words what values, beliefs and stories have been constructed. It raises the question, what kind of world are we building when the developers continue to refer to the housing societies as clean, green, and sustainable **using** a list of words to characterize them. It also asks the question of **whether** such language belongs to environmental wellbeing or such language will encompass ecological destruction. When applied to the advertisement analysis on social networks,

ecolinguistics makes it possible to identify such background discourses of improvement and comfort since the price of environmental development is distant (Stibbe, 2015).

These stories are social **media fueled**. Online posts have the option of being liked shared and commented on which makes each post go further as opposed to regular ads. The promo material of the housing societies turns out to be not only marketing but also by Bahria Town DHA Islamabad Park View City Gulberg Greens and Capital Smart City. It **has become** a part of the cultural imagination. These posts create images in society of how a good life is in urban Pakistan. **Usually** in which the development is perceived as success, ecological features like trees, lakes and hills are seen as a **decorative feature**, as opposed to a system (Raza & Khan, 2022).

It assumes that change of meaning is intentional and connected with bigger economic goals. The terms that housing societies adore are eco-friendly and green cities, although their practices of development are not aligned with **sustainability** in any real sense. That is greenwashing since environmental rhetoric conceals the activities that are harmful to the environment as presented by Delmas and Burbano in 2011. It is possible to reveal the functioning of such vocabulary in digital marketing and the kind of the story it makes people believe through ecolinguistic analysis.

Instagram manages to emerge as one of the most significant platforms in this study because images and words interact with each other. Only one post with photos of the house and trees and only a caption, Live Close to Nature will evoke associations of peace and desire. In most occasions it neglects the aspect that natural scenery is cleared and it is replaced with scheduled plants. Such selective presentation can be explained as erasure, which is the process of not including unpleasant facts to support the desired story (Stibbe, 2015). When such erasures are repeated through time, these erasures create cultural narratives that present environmental loss as ordinary and even beautiful.

These meanings which are implied are very important as language has always been the most important communicator of ideas and consequently, actions. Provided that the population would maintain the thinking **that** obtaining a home in a green housing project is comparable to progress, then they would be happy with environmental degradation being part of development. This research has sought to provoke more awareness and responsibility in the narration of facts about development by taking a conscious look at how social-media marketing narrations are shaping these beliefs.

1.1. Research Problem

Fast urbanization is the phenomenon that has turned into large pieces of agricultural land in gated housing societies in Pakistan and not slow ruralization. These

are specifically followed by a digitalized change in the way development is packaged particularly in Rawalpindi, and Islamabad. Through Instagram or other social-media, housing societies portray building and development of a land as a show of success, luxury, and living in the new world.

The problem lies in the manner through which this digital discourse conceals ecological loss. The developers speak about the words and pictures of green, smart and eco living, outside the frame of their shot, there is unnoticed destruction of natural landscapes. Previous research might have focused on print and billboard advertisements, but little research on the contribution of social media to this ideological obliteration.

This work is an effort to fill that gap by examining how the online marketing of housing societies is creating an illusion of development at the expense of accepting environmental degradation. It is an effort to realize such narratives, metaphors, and silences that conceal ecological destruction and make it a fantasy of affluence and sustainability.

1.2. Research Questions

1. How do housing societies use linguistic and visual strategies on social media to represent land development as ecological or “green”?
2. How do these posts normalize the ideology of progress that contributes to ecosystem degradation?
3. In what ways can ecolinguistic re-storying expose and challenge these destructive narratives?

1.3. Objectives

1. To perform ecolinguistic analysis of five major housing-societies in Rawalpindi and Islamabad selected social-media posts.
2. To find out the linguistic and visual patterns metaphors, lexical decisions, and multimodal materials that reflect on urbanization and green living.
3. To critically explore the legitimization of the destruction of the ecology as modern development through these discourses.
4. To apply the ecolinguistic theory to the digital advertising world, it is necessary to prove that it is applicable to the South-Asian urban development.
5. To suggest other less damaging narratives that promote the green practice of marketing cities.

1.4. Significance of Study

This piece serves a trio of starving fields. Environmental Communication, Urban Discourse Studies, and Ecolinguistics. We are shown how the words of social-media marketing facilitate the process of greenwashing- whereby the visuals of the environment and keywords ("eco-friendly," "green city," "smart living") mask the material degradation-comes to play. According to Stibbe (2015), the patterns of linguistic patterns create the stories we live by that put the mind and hands of people into motion towards ecosystems.

The study introduces an ecolinguistic approach in South Asia and contributes to the research on the same since to discourse analysts, digital media has become a main point of entry into the ecological consciousness formation. It provides a better understanding to the policymakers, the planners of the city, and other activists who are concerned with crafting sustainability; in fact, it demands nothing short of a revolution in the very discourse of development.

2.Literature Review

2.1. Understanding Ecolinguistics

Ecolinguistics is an emerging discipline which examines the way in which language influences human relations with nature. It examines the effect of words, phrases, and stories on ecological cognition and action. Stibbe argues that language is not neutral (Stibbe, 2015); it has some ideologies behind it that may support or damage the ecosystems. He puts forward the notion of the stories we live by, where he talks of patterns of discourse that are reiterated to make people perceive progress, consumption, and the environment. These narratives lead to actions and normalize some worldviews. When the individuals discuss the concept of growth, development, or modernization, the language they use indicates specific social and ecological values.

Stibbe (2021) builds on this framework by insinuating that ecolinguistic analysis is a process of description and evaluation. Analysts explain how the texts perform and then judge whether they are having a positive or negative effect on the ecological wellbeing. Ecolinguistics, using categories like ideology, framing, evaluation, erasure, salience and metaphor, demonstrate how discourse justifies/or challenges environmental destruction. The language between humans and nature is also brought into the limelight by Fill and Muhlehausler (2001) when it is stated that linguistic decisions can contribute to sustainability or increase ecological crisis.

In that manner, ecolinguistics should be considered more than just traditional linguistics as it interacts with ethics and ecology. It does not only enquire into the way language operates, but also the type of a world that language assists in creating. The framework comes in handy especially where the environment is seen to conflict with economic growth like the rapid urbanization of South Asian cities.

2.2. Advertising, Ideology, and Environmental Representation

Advert is a key part of creating cultures of nature, consumption, and lifestyle. According to Ewen (1976), advertising is a system that sells goods, identities, and lifestyles as well. It shows humans what they want to have and how they can envision success. This system has converted land and space into emotional commodity in terms of real estate advertising. To draw comfort, luxury and safety, developers rely on words and pictures to conceal the ecological expenses of such lifestyles.

According to Fairclough (1995), advertising discourses operate ideologically to produce common sense notions concerning normal or desirable. By defining themselves as eco-friendly or green, the housing societies offer the perception of moral accountability when the development might lead to the destruction of the environment. According to Banerjee and Linstead (2001), this phenomenon is referred to as greenwashing the art of strategic application of ecological terminology to transform the harmful practices into long-term sustainability. They justify that greenwashing assists corporations to remain legitimate as they go on doing activities that harm the environment.

Advertisement studies in the global south exhibit the same tendencies. According to Banerjee (2003), sustainability in the postcolonial economies is sometimes re-invented to be a marketing instrument that promotes the growth of capitalist activities. This is done through the language of sustainable development which aims at masking the power imbalance between the economic elites and the affected parties. Advertising has therefore been a field where destruction to the environment is not only concealed but beautified.

2.3. Real Estate and Housing Advertisements in Pakistan

In Pakistan, the real estate has emerged as one of the strongest urban development aspects. Modern lifestyles, improved infrastructure and opportunities of financial investments are offered in housing societies. Studies indicate that they are entangled in language and images in making these promises. The articles by Khalid, Rabbani, and Anwar (2020) imply a multimodal discourse analysis of advertisements about housing projects in Pakistani printed media. They discovered that these advertisements incorporate a mix of both language and visual image to stress exclusivity, prestige and luxury. Trees, lakes and open skies are common natural imagery to indicate a healthy and pure situation,

although there are in many cases such developments that cover what would otherwise be green spaces.

Comparable research by the National University of Modern Languages (2021) examined how an advertising program of a housing society was linguistically framed. The results indicated that such terms as green living, secure community, and modern villas were collaborating to cover the process of transforming the agricultural land to concrete estates. This talk makes environmental degradation become the rule of the day since it is a manifestation of development. The research found out that advertising is a linguistic instrument that transforms the process of destroying ecosystems into an urban dream worth desiring.

Such local results are in line with international research. As an example, Mehmood (2022) observes that language in the real estate industry of Pakistan is an important factor of sustaining the file culture of the country, where real estate is a document of investment rather than a home. These advertisements are in line with the rhetoric of modernity and development, which promote speculative practices that disconnect people from ecological realities.

2.4. Urbanization and Ecological Change in South Asia

The ecological transformation owing to the development of cities in South Asia has been massive. Mujahid et al. (2020) studied the trends of urban sprawl in Pakistan and concluded that fast growth causes habitat loss, decrease in agricultural activities, and environmental stress. Waseem, Farhat, and Naqvi (2019) recorded how fertile agricultural land has been transformed into housing sectors in Lahore between 1972 and 2010. Their research focuses on the eroding of the peripheries of the cities by city inhabitants, substituting biodiversity with plaster. These studies validate the fact that urbanization is not just transforming physical landscapes but is also transforming social and cultural meanings of land.

Although these geographical studies may be rich in information on the change in land-use, they do not usually consider the discursive processes on which such change is rationalized. A part that is not obvious but is very potent in making these developments appear inevitable is language. There are names like planned community, model city or smart development that are aimed at establishing the positive connotation to construction. In this aspect, discourse works as an ecological force, which affects the perceptions of environmental trade-offs by people.

The lack of the critical discourse studies of the Pakistani urban research forms a significant gap. Most debates on housing societies are economic and planning oriented

unlike communicative oriented. Nevertheless, social change, according to Fairclough (2013), always comes with a discourse change. The use of the language to describe cities and nature predetermines the way societies behave towards them.

2.5. Digital Ecolinguistics and Multimodal Discourse

The language of advertising is more dynamic and interactive with the emergence of social media. According to Hult (2019), ecolinguistics must incorporate digital terrain at this point since Internet communication has become equally influential in perception of the environment as much as physical displays or advertisements do. Instagram, Facebook, and YouTube generate visual stories, which combine words and images. These platforms enable the companies to create emotional connection with the help of hashtags, captions and color schemes that indicate eco-friendliness or technological advancement.

Kress and van Leeuwen (2006) give a model of such multimodal discourse analysis. According to them, meaning in visual communication is constructed by way of composition, color, gaze, and framing. Using their model to social-media advertising, researchers will have an insight into how images and words work together to create ecological or anti-ecological messages. In the marketing of housing society such as the aerial shots of green landscapes with captions such as Live in Nature, the effect of a balanced construction and the environment is created even in cases where the balance is not real.

The ecolinguistics categories provided by Stibbe (2015) are quite applicable to digital texts as well. The concept of framing describes how environmental issues are framed with the help of language; the concept of salience describes what is the center of attention and the concept of erasure describes what is pushed to the background. When combined, these tools assist in revealing how posts on social media make ecological disruption look like visual beauty.

2.6. Synthesizing the Threads

Three major connections can be found in the reviewed literature. To begin with, ecolinguistics provides powerful theoretical instruments in the analysis of the connection between ecology and language. It offers an ethical and critical approach to assess whether discourse is in favor of, or against, environmental well-being. Second, the advertising research indicates that the marketing language is an ideological phenomenon, which usually transforms detrimental habits into a desirable behavior, using framing and metaphor. Third, the study of urbanization and housing advertisements in Pakistan indicates that the processes are already informing people about the progress and sustainable development.

Nonetheless, the research on digital ecolinguistics within the Pakistani context remains insufficiently researched. Social media has taken the center stage in marketing housing societies, but its eco-talk has not been analyzed. This gap can be addressed by studying Instagram posts of big developers, such as Bahria Town, DHA Islamabad, Park View City, Gulberg Greens, and Capital Smart City. It can demonstrate that contemporary marketing is a fusion of ecological discourse and capitalist lust in which they become what Stibbe (2021) refers to as destructive stories.

This study helps to gain a better insight into the impact of digital communication on ecological awareness by integrating ecolinguistics, critical discourse analysis, and multimodal visual analysis. It points to the necessity of redefining the language of development - the need to develop what can be termed as beneficial stories that can foster equality and not exploitation. According to Stibbe (2015), one of the initial steps to changing how we live with environment is to change the way we discuss it.

3. Theoretical Framework

The paper relies on three significant theoretical frameworks to Ecolinguistics, Critical Discourse Analysis (CDA), and Multimodal Discourse Analysis (MDA). Combined, these structures enable one to understand how social media language and image build specific approaches to think about development, nature, and contemporary life in the housing industry in Pakistan. Both frameworks are complementary in that they offer instruments of analyzing the linguistic and the visual as well as bridging the discourse to the wider social and ecological ideologies.

3.1. Ecolinguistics

This study is based on the fundamental theoretical framework of ecolinguistics. It explores the role of language in the relationship of humans with the environment and how discourse maintains and/or damages ecosystems (Stibbe, 2015). Science interprets the knowledge of linguistics, ecology, and environmental ethics. It underlines the fact that the manner in which individuals discuss nature influences the way they care about nature. World views are constructed through words, metaphors, and stories, to render some actions to be natural or desirable.

Stibbe (2015, 2021) proposes an idea of the stories we live by, meaning patterns of language and thought that are repeated numerous times and that affect the way societies see themselves within the natural world. They can be useful as these stories encourage people to respect ecological balance and destructiveness because they encourage harmful

environmental practices. Ecolinguistics analysis can be used to identify such stories, to criticize and substitute them with other stories that are sustainable.

In this paper, ecolinguistics is applied to analyze how Instagram posts by housing societies utilize linguistic and pictorial means that lead to the normalization of ecological destruction. This is directed by the analytical categories established by Stibbe (2015):

<i>Category</i>	<i>Description</i>	<i>Application in the Study</i>
<i>Ideology</i>	The worldview that shapes discourse	Identifying beliefs about progress, luxury, and modernity in housing ads
<i>Framing</i>	The way issues are presented or structured in text	Analyzing how “green” and “eco-friendly” living are framed as positive outcomes of development
<i>Evaluation</i>	The expression of value judgments	Studying how environmental modification is described as beautiful or necessary
<i>Erasure</i>	The omission of inconvenient truths	Examining what is excluded, such as loss of farmland or deforestation
<i>Salience</i>	What is made prominent or visible	Understanding which aspects (comfort, cleanliness, greenery) are emphasized
<i>Metaphor</i>	Conceptual associations that shape meaning	Interpreting metaphors like “city as paradise” or “nature as ornament”

With this framework, the researcher can be able to understand what is said and what is not said. It shows how language transforms environmental destruction into icons of development. As an example, the term 'green city' when applied to a housing project can wipe off the fact that the project was built at the expense of clearing of natural vegetation. With detection of these types of language, the research will be able to reveal how linguistic concealment of ecological loss and rebranding of the destruction as development take place.

3.2. Critical Discourse Analysis (CDA)

The method of critical Discourse Analysis, which is developed by Fairclough (1995, 2013), gives a critical and social aspect to this study. CDA regards language as a kind of social practice that refers to power relations and creates them. It deals with reproduction of ideology through discourse and control or legitimacy through dominant institutions by use of discourse.

A three-dimensional model of discourse analysis is suggested by Fairclough (1995):

1. Textual analysis; the study of vocabulary, grammar and cohesion in a text.

2. Discursive practice; the study of production, distribution and consumption of texts.

3. Social practice; reading between the lines in broader social and cultural contexts.

Using CDA in the language of housing societies enables research to reveal the ways that ideologies of capitalist and consumerism are enshrined within their advertising. In cases where social media posts may employ such phrases as live your dream, modern lifestyle, smart and sustainable living; they both sell property, as well as build an ideological vision of how a successful life could be. CDA can be used to connect these aspects of language to social power relations, including the ways in which developers present themselves as the agents of progress and how consumers are enticed to equate luxury with the moral value of such luxury.

CDA also raises an awareness of the relationship between discourse and socio-economic inequality in the situation of Pakistan. Societies that live in gated areas tend to follow the idea of gated living as something safe and exclusive that provides eternal reflections of the wider disparities in classes and resource availability. The environmental price to this exclusivity biodiversity loss and community displacement is seldom brought up. The study will also uncover how the dominant language patterns legitimize environmental degradation by using CDA and ecolinguistics.

3.3. Multimodal Discourse Analysis (MDA)

As data used in the current research is composed of Instagram posts comprising text, images, and design, Multimodal Discourse Analysis (MDA) will be necessary. Kress and van Leeuwen (2006) also believe that modern communication creates meaning with the help of a combination of modes, which include language, image, color, gesture, and composition. MDA gives the tools of examining the interaction of these modes in building messages.

Kress and van Leeuwen single out three metafunctions of visual communication:

1. Representational meaning what is depicted and the way it is depicted.
2. Interactive meaning Calligraphic relation of the image and the viewer (such as gaze, distance or angle).
3. Compositional meaning- the way things in the frame are positioned and stressed.

The research will apply these tenets to evaluate the way in which housing societies apply visuals to reinforce verbal messages. To take the case of an Instagram post of a luxury villa and greenery, nature is depicted as ornamental and managed, and not as its own ecosystem. The interactive meaning makes the viewer wish he were to have that

lifestyle. The arrangement of the house at the center and the tree on the side indicates that human constructions prevail over nature.

MDA, therefore, is the supplementary of ecolinguistics revealing how the ecological meaning is created not only using words but also using visual design. Putting together, these strategies can highlight the entire spectrum of strategies employed in social-media advertising to create ecological treasures.

3.4. Integration of Frameworks

The combination of ecolinguistics, CDA and MDA enables the analysis of textual and visual sides of the discourse in the whole. The hybrid structure will work in the following manner:

1. Ecolinguistics offers critical perspective, which forms the basis of analyzing whether discourse is supportive or not in support of ecological values.
2. CDA also grounds discourse in its wider social relations and ideologies and thus clarifies the influence of capitalistic ideologies and power relations on the representations of nature.
3. MDA is what offers the means to decode visual communication, connecting a picture and design with words.

A combination of these models allows developing a layered understanding of Instagram advertising. One could, say, a heading such as Smart, Green, and Modern Living, could be interpreted linguistically (as a metaphor of harmony), ideology (as a capitalist story), and visually (with pictures of trimmed lawns and tall buildings). The frameworks combined to expose how social-media discourse transforms the harm done to the environment into a dream.

4. Conceptual Model

FRAMEWORK	THEORISTS	ANALYTICAL FOCUS	APPLICATION TO STUDY
ECOLINGUISTICS	Stibbe (2015, 2021)	Language and ecological meaning	Identify destructive and beneficial “stories we live by” in Instagram captions
CRITICAL DISCOURSE ANALYSIS	Fairclough (1995, 2013)	Power, ideology, and social practice	Reveal capitalist and consumerist ideologies that normalize ecological loss

MULTIMODAL DISCOURSE ANALYSIS	Kress & van Leeuwen (2006)	Visual communication and meaning-making	Analyze how visuals and text co-create the illusion of “green” development
--------------------------------------	----------------------------	---	--

This theoretical framework places this research in an interdisciplinary tradition that is critical in nature and relates language, ecology, and media. Ecolinguistics offers ethical and analytical grounding, CDA places discourse in power structures, and MDA explains the fact that social-media communication is multimodal.

Through a synthesis of these three points of view, the research will identify the way in which housing societies in Rawalpindi and Islamabad employ digital words and pictures to create an illusion of sustainable development. It will demonstrate that social-media discourse is not merely the manifestation of the environmental attitudes but shapes them. By applying this framework, the study will shed light on the existence of the so-called destructive stories and propose more realistic and accountable methods of projecting the connection between urban development and nature.

5. Methodology

5.1. Research Design

In this research the qualitative descriptive research design was applied to find how the social-media language and visuals in housing societies created an idea of progress and blistered ecological reality in Pakistan. The qualitative approach was selected since it aimed to interpret meanings and uncover concealed ideologies as opposed to quantifying some numerical data. The study was centered on discourse, in which words, images, and symbols on social media influenced how the masses viewed development and nature.

The Instagram posts of 5 large housing communities in Rawalpindi and Islamabad were taken to retrieve the data: Bahria Town, DHA Islamabad, Park View City, Gulberg Greens, and Capital Smart City. The choice of these societies was based on purposive sampling because they have significant digital presence and impact on the ultimate urban visions. A total of 25 posts were collected by five posts each in every society. The posts that were chosen had captions, hashtags, and images with such words as green, environmental-friendly, smart, and contemporary lifestyle. All the posts were stored and coded to be further analyzed.

The information was interpreted using three theories. Ecological harm was facilitated or hidden by language, which was detected using ecolinguistics (Stibbe, 2015).

The correlation of linguistic choices and power relations and ideological narratives of modernity was carried out using Critical Discourse Analysis (Fairclough, 1995). Multimodal Discourse Analysis (Kress and van Leeuwen, 2006) came to the rescue in understanding the interaction between images and text in the development of meaning. These frameworks together showed how the discourses of marketing accepted environmental loss under green and smart discourses.

Ethical integrity was upheld by using publicly available sources to draw all the data. The processes of analysis were consistent and helped to ensure reliability, whereas cross-verification of the linguistic and visual findings helped to boost validity. The discussion showed how digital marketing made ecological destruction a normal and appealing idea of urban development.

5.2. Sample Selection

Five officially verified housing societies were chosen for their prominence, online visibility, and varying ideological framing of development:

<i>Society</i>	<i>Category</i>	<i>Rationale</i>
<i>Bahria Town</i>	Luxury consumerism	Symbol of urban opulence; heavy visual marketing
<i>DHA Islamabad</i>	Elite defense enclave	Militarized, modern lifestyle discourse
<i>Park View City</i>	Urban-luxury hybrid	Mix of “eco” and “modern” rhetoric
<i>Gulberg Greens</i>	Eco-branded society	Uses “green living” and “natural serenity” slogans
<i>Capital Smart City</i>	Tech-sustainability model	Claims “smart and sustainable” development

5.3. Data Collection

To gather the data on this study, an official Instagram page of five biggest housing societies was taken to collect the data: Bahria Town, DHA Islamabad, Park View City, Gulberg Greens, and Capital Smart City. The choice of these societies was due to their good digital footprint and use of social media to market their housing projects. Instagram was selected as the primary channel due to the integration of visual and written forms of communication since it provides the opportunity to analyze the interaction of images, captions, and hashtags to construct ecological meanings.

A total of 25 promotional posts were selected as every page in each society was examined thoroughly to select five most recent posts that were published between 2023 and 2025. The chosen posts were related to such topics as green, smart, modern, or eco-friendly living. The data had both visual and textual elements. The material gathered was as:

- Visuals: The use of images/graphics in every post.

- Captions: Textual explanation to the images.

Hashtags: Keywords that improve the reach of the post and support the message.

- Textual overlays: Any written text that is incorporated in the images.

All of them were stored in the form of screenshots and labeled by the housing society with the appropriate tags (as in, Bahria_01, DHA_02). This was to guarantee authenticity and reproducibility of the data. Each data was stored in digital folders and analyzed in its original form without distorting to maintain the accuracy and context.

5.4. Analytical Procedure

The data collected was both visual and textual information of the official Instagram accounts of four large housing societies in Pakistan DHA Islamabad, Capital Smart City, Park View City, and Kohistan Enclave. These posts have been selected because they repeatedly covered topics of development, progress, and environmental representation. It was analyzed using a qualitative method that was structured in multi-step, which combines textual analysis, visual analysis, and critical discourse analysis.

5.4.1. Textual Coding

The first phase was to engage in a close reading of captions, hashtags, and slogans that were used in the chosen Instagram posts. The repetition of lexical and metaphorical patterns were determined and coded in order to trace the major themes by hand. Such phrases like the embrace of nature, smart city, dream life, A Legacy Written in Concrete, Care, and Commitment, were highlighted by their persuasive and value-based services. The process made possible the identification of linguistic strategies that made the construction and expansion to be viewed in a specific positive, desirable, and environmentally responsible way.

5.4.2. Ecolinguistic Evaluation

The second one was applying the ecolinguistics model developed by Stibbe (2015) that views the narratives we live embedded in the background narratives through which

societies perceive nature and social development. Each of the posts was examined as per ideology, framing, evaluation, metaphor, salience and erasure. Adjectives like green, eco-friendly and sustainable were analysed as a sample of this so as to ascertain whether the adjectives were environmental values or a rhetoric trick to hide the destruction of the environment. This way, a series of good and bad narratives were identified, which proved the contribution and weakening of the ecological consciousness by the linguistic choices.

5.4.3. Multimodal Analysis

The third step made use of the model of visual grammar developed by Kress and van Leeuwen (2006) to decipher the visual aspect of the posts. The aspects of color palettes, composition, camera angles, gaze, and hierarchy of space were considered to get an idea of how pictures were used to enrich the textual meaning.

To give an example, drone shots taken in the air would leave the viewer above the scenery, which represented the dominance of people, and then the bright colors and open skies would create a feeling of purity and development. The revealed multimodal analysis thereby showed the importance of visual evidence that supported linguistic stories of dominance, modernity and order and downplayed the evidence of ecological disturbance.

5.4.4. Critical Interpretation

In the fourth phase, the language and visual results were combined using the model of Critical Discourse Analysis (CDA) which is created by Fairclough (1995) and is three-dimensional. This framework relates the level of text (words and visuals) to the discourse practices (marketing strategies) and the social practices more generally (consumerism, urbanization, and capitalist development).

It is through placing the social media posts into these broader ideological frames that this step illuminated how the ecological loss had been normalized by the ideology of progress and that housing projects relied on the aspirational language to legitimize the ecological change.

5.4.5. Re-Storying the Narrative

The last step was based on the idea of re-storying introduced by Stibbe (2015) and his view of substituting the devastating narratives with constructive ones. The research **could determine** harmful narratives that spread consumerist and anthropocentric views of the world, as well as potentially positive narratives that might support the ecological equilibrium and moral consciousness in the future urban dialogues.

This move also underscored the need to re-brand communication in real-estate marketing in a way that embraces empathy towards the surroundings to guarantee that development and ecology coexist and not master and slave each other.

5.5. Ethical Considerations

The information employed in this study was found in official Instagram accounts of the chosen housing societies that are publicly accessible. No personal or confidential information was the subject of the analysis. Their comments, user identities, and personal information were not posted as these were considered confidential.

The usage of screenshots and quotes of the post was based on the provisions of academic fair-use, and correspondingly attributed. The research ethics were observed in the study as it was transparent, credible and respecting the ownership of the digital content.

6. Analysis and Discussion

6.1. Case Studies

1. *Ecolinguistic Analysis of Bahria Town's Digital Discourse*

1. *Framing the Narrative: Concrete as Care*

The official slogan of Bahria Town, A Legacy Written in Concrete, Care and Commitment, itself married two opposing discourses, that of an industrial urbanization (concrete), with a moral ecology (care & commitment). This intentional eco-reframing normalized construction as a gesture of love and conservation. Linguistically, it produced an eco-myth of building in concrete as environmental stewardship. In ecolinguistics terms, this expressed Stibbe's (2021) concept of green capitalism: the environmental damage is linguistically disgraced with the aid of jubilant moral vocabulary.



2. *Visual Lexicon of Harmony: Nature as Decoration*

On the Instagram feeds of Bahria Town, there were repetitive motifs used as an ecological symbol, lakes, trees, birds, and gardens. As an example, the picture of swans swimming in a man-made pond with the text "Moments of Joy Surrounded by Nature" created an illusion of the unity between ecology and urbanization. This was eco-aesthetic

appropriation ecolinguistically where nature was not left as it is but aestheticized, and the erasure of nature by massive development was rendered covertly.

3. *Metaphors of Promise: “Waada” and the Language of Trust*

The "Waada" (promise) campaign also took on moral metaphors promise, care, commitment, to stir up cultural trust. But the images with which they were accompanied, excavators, building sites, cleared land, showed a discrepancy between moralized language and material destruction. This was moral greenwashing: environmental harm repackaged as a promise made.



4. *Lexical Strategy: Comfort, Community, and Connection*

Other posts, like the one called Where community, comfort, and connection thrive, used anthropocentric words that focused on human welfare by namely disregarding nonhuman life. This was consistent with utilitarian ecological story of valuing nature in human use or pleasure.



5. *Silenced Ecologies*

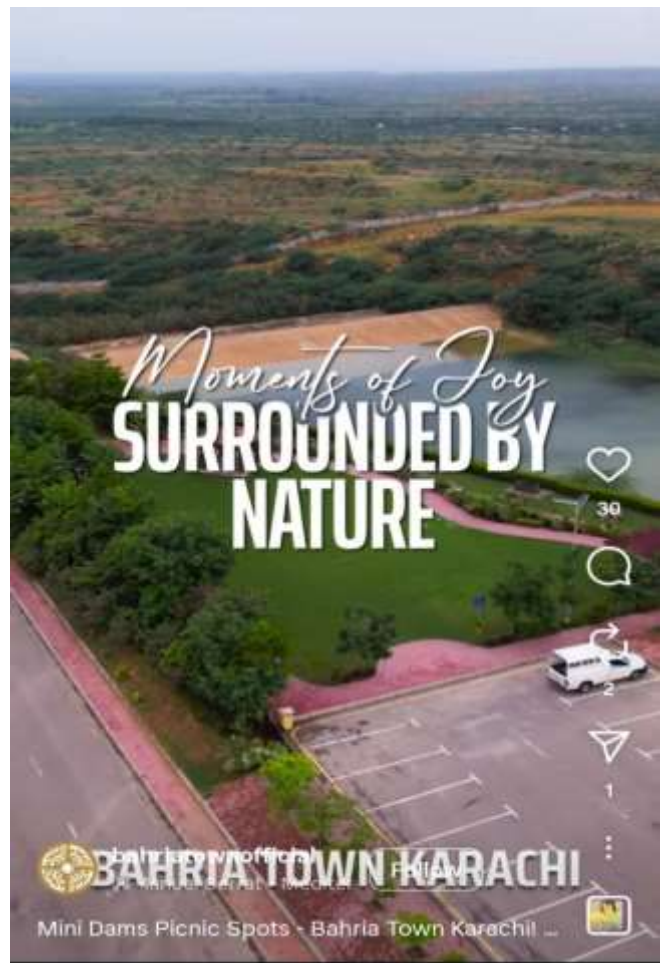
Ecolinguistic reading critically found systematic erasure. The talk with Bahria Town did not mention anything about deforestation, land displacement and water depletion. Euphemisms such as the use of lifestyle and modern living instead of development or expansion made the ecological price acceptable and the loss of the ecology a matter of course.

6. *Ecosemiotic Reading of Color and Space*

The visual palette of colors, such as greens, blues, and earthy colors, was used to symbolize balance and purity but also depicted artificial ecologies: well-kept lawns, imported trees and controlled lakes. Symmetrical compositions and aerial shots of occurrences gave an illusion of orderliness and beauty, which supported the ideology of human domination over nature.

7. *Discourse Function: The Promise of Eco-Utopia*

Combining the language of nature with the luxury, the digital discourse of Bahria Town created an eco-utopian experience in which modernity and ecology coexist. This was a capitalist utopia that could cool the conscience of environmentalism and turn ecological loss into a commodity.



6.2. *Critical Ecolinguistic Analysis of Park View City Islamabad*

The case of digital marketing of Park View City Islamabad can provide an eye-opening account of how urban development discourses apply the rhetoric of nature, comfort, and progress to conceal the ecological transformation. The project provides a narrative of the environmental harmony through a mixture of aerial shots and emotionally suggestive captions as it literally removes the natural landforms. The framework that it applies in this analysis is the ecolinguistic framework by Stibbe (2021) that dwells on the

stories we live by the same linguistic and visual recurring patterns that determine how people perceive their connection to the environment.

1. *The Story of "Nature's Embrace"*

Among the major images is a slogan of Progress, Elegance and Nature Embrace. The lexical association of progress and nature creates a paradoxical association. Progress means change and the dominance of the land and embrace means peace and tolerance. The



term thus operates as a discursive reconciliation as a linguistic effort towards bringing the impetus of destruction together with the love (Goatly, 2002).

It is a typical example of a eco-romantic rhetoric (Stibbe, 2021). The developers use the concept of nature as an aesthetic and not an ecological concept. The aerial perspective in the poster depicts hills cut into geometric areas and a huge man-made lake in the middle as a visual metaphor of how urbanization turns nature into an easy, ornamental, and lucrative asset.

2. *Framing Construction as Care*

The other picture is also written, "Working Towards New Promises. The scene that comes with it is that of bulldozers and remnants of red earth of active deforestation and land grading. Nonetheless, the language changes the perception away towards destruction to promise. The lexeme promise has a moral meaning which it brings out hope, responsibility, and continuity (Fairclough, 2003).



With this framing of morality, physical movement of ecosystems is transformed in language into moral advancement. The term eliminates the agency of nature and attributes virtue to human action and it establishes what Fill and Muhlhausler (2001) term



anthropocentric optimism is a world view that human action, however invasive, is always constructive.

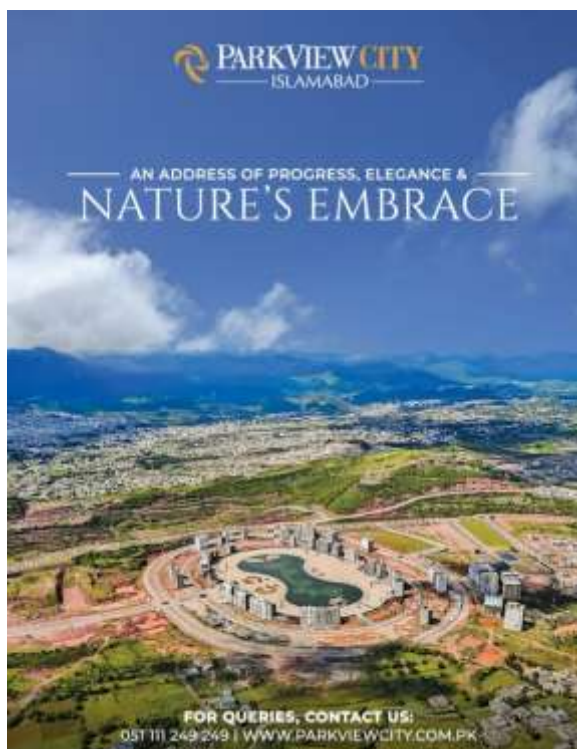
3. *Comfort as Justification*

In the other picture, it is captioned: Paving the Roads to Your Comfort. The term comfort is the moral and physical rationalization of land exploitation. Comfort is introduced as one of the fundamental human rights, and the image of heavy machinery cutting the ground naturalizes the ecological violence. This conforms to what Stibbe (2021) denotes as the beneficial narrative of progress discourses that influence viewers to view destruction as development since it is in human interest. In language, the perpetrator of the harm (machinery, soil excavation) is swept away in passive construction; paving and working are gerunds, making process more important than actuality. The loss of such terms as cutting trees, losing soil, and destroying habitats is an example of lexical erasure as a manifestation of silence that promotes unsustainable ideologies.

4. The Visual Ideology of Order

The photos are always of aerial point of view, with symmetrical roads, circular water bodies and even buildings. Such visual grammar is an indicator of what Goatly (2002) would refer to as the discourse of control a semiotic structuring of the landscape in order to ascertain human domination.

Plants exist not as ecological units, only as a decoration surrounding constructed objects. Off-original heterogeneous hills, the soil texture, the native vegetation is eroded into the patterned homogeneity. This returns to the order *create* a false sense of eco-urban harmony and the promotion of the capitalist ideology of nature as property (Stibbe, 2021).



5. Promises of Progress and the Myth of Renewal

Slogans like “Working Towards New Promises” and “An Address of Progress” are based on the discourse of futurity, a means of talking, which is continually transferring ecological responsibility into the future, to the future which is better. The company focuses on what can be developed and promising, thus putting aside what is lost today.

The images of cleared terrain and excavated hills, thus, turn into marks of hope rather than being damaged. This rhetorical inversion is an example of how ecological loss can be acceptable due to the greenwashing of futurity that makes the loss acceptable since the rhetoric suggests that the loss is a minor step toward a beautiful and sustainable future.

6. Silencing the Ecological Other

Silence is, perhaps, the most remarkable ecolinguistics feature. In none of these pictures or descriptions there is soil erosion, loss of habitats or the displacement of native flora and fauna mentioned. The conversation is mono species as it focuses on human beings.

Stibbe (2015) explains that they generate devastating narratives through such absences that propagate ecological amnesia. The campaign continues the erasure of the

living world by eliminating non-human actors in the story. The hills, trees and soil are turned linguistically into infrastructure that is a backdrop of human comfort and prestige.

7. Color, Light, and the Semiotics of Purity

The colors of the images are bright and desaturated: the golden soil, the blue sky with no clouds, the deep green water. These colors signify passion and arrangement. However, such aestheticization of destructions resembles what Machin and Mayr (2012) term as semiotic manipulation the application of visual repose in the coverage of socio-environmental disturbances.

The light in the photos is constantly during the morning or sunset golden hour imagery that creates a sense of renewal. This is a story of moral purification in ecolinguistic sense because urbanization is argued to be in a divine natural cycle as opposed to being a form of dominion.

8. The Story They Sell

Collectively, all these linguistic and visual elements form a convincing eco-narrative:

- ❖ Progress equals development
- ❖ Progress equals care
- ❖ Care equals comfort
- ❖ And right is comfort moral

Such train of thoughts turns environmental degradation into not mere tolerable, but even worthy. It transforms soil into investment, natural world into way of life and devastation into art. Ecological crisis is lost behind the grammar of prosperity.

6.3. Critical Ecolinguistic Analysis of DHA Islamabad: Margalla Enclave

Online promotional campaign of DHA Islamabad Margalla Enclave reveals that the language of development and success applied by housing society masks the damage done to environment. The project is packaged as a vision of progress through photos, captions, and aerial videos, and turns the living ecosystems into commercialized and organized areas. Based on the concepts in ecolinguistics (Stibbe, 2021), this analysis discusses how words and images define our perception of nature, which in most cases renders destruction as an act of enhancement.

1. The Language of Progress

The title “A New Milestone of Progress” is a good and encouraging thing to hear. The term milestone implies success, progress, and development. But the earth is being

plowed flat, the hills are being sliced, and the soil is being stripped in the pictures. His language does not correspond to reality.

When DHA refers to such destruction as a milestone, it can be described as an instance of the so-called developmental discourse, a manner of speaking that makes every human action appear to be necessary and desirable (Fairclough, 1992). Meaningful words such as Ring Road, Lake District and Botanical Garden are employed to provide meaning and structure to an empty site that is being left with nothing to sustain life. These words are reassuring though they conceal what is being lost.



2. “Living Redefined” and the Erasure of Nature

The advertisement slogan, which is Margalla Enclave: Living Redefined, is emotionally attractive. It is an indication of something new and an improved life. However, it also silently removes older already present the trees, to constitute that land.



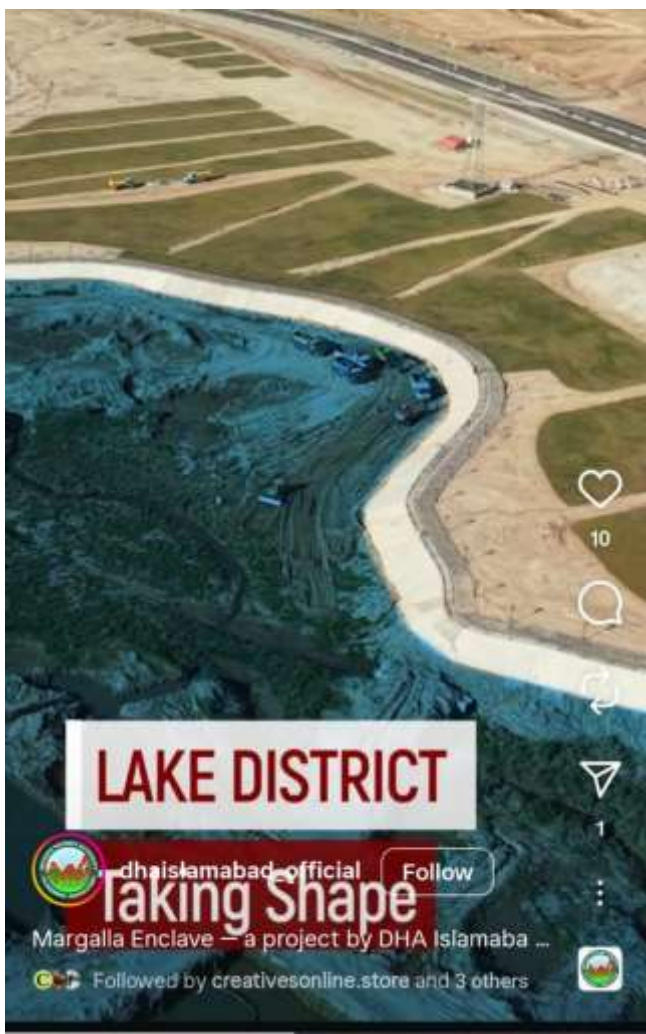
forms of living that were soil, and wildlife that used

Lexically, this would be a case of lexical erasure (Fill and Muhlhausler, 2001). The non-human world is lost in *words*. Human life is the only life worth living. In this case, living entails property possession, rather than *communicating* with other living beings. What comes out is a very anthropocentric message only centered on human comfort as explained by Goatly (2002) in his exploration of nature through language.

3. *Selling Harmony While Creating Division*

In one more picture the regions are marked with Lake District and Botanical Garden now when the land seems to be dry and barren. The lyrics create the feeling of harmony and scenery. The marketers are applying the language of nature without depicting nature. This brings about an impression of tranquility and nurturance, yet it is exploitation and domination.

As Stibbe (2021) says, this type of communication narrates a message of control.



Nature is narrated as an aspect of design, to be mold and beautify to the pleasure of man in not a living being but an aspect that has its value. Even though the lake is artificial and the garden is decorative and both represent value of property, rather than ecological protection.

4. *The Use of Light and Color*

The photos of DHA Islamabad are pleasing to the eyes. They tend to emit golden light in case of sunset or sunrise, and this makes the building sites appear warm and calm. These impacts make the land seem pure and nearly holy. However, this is what Machin and Mayr (2012) refer to as semiotic manipulation in which color, light, and framing can be used to influence emotions.

These decisions soften the severity of deforestation and excavation. The dust and debris are concealed by the camera, and in their place, the feeling of moral purity is provided. Stibbe (2015) refers to this ecological guilt-elimination form, which is a form of moral cleansing, as a method of making beautiful presentations.

5. *“Plots Taking Shape”: The Metaphor of Birth*

Titles such as *“Plots Taking Shape”* are natural and soft. The wording brings about a construction to an idea of growth or birth whereby the land is merely developing. It makes bulldozing and cutting a creative thing.

This is one more instance of how the language hides the truth. It eliminates any trace of violence or defeat. By so doing, DHA renders the process sound natural and inevitable. This is what Stibbe (2021) terms as beneficial stories, where unsustainable actions are presented as good to both the people and the planet.

6. *“A Vision of Success”: The Moral Story of Achievement*

One of the videos has the text “A Vision of Success” in the background of the image of the lake and vegetation. Success is presented as a natural perspective, and the perspective was there because nature was coerced into its form. This is a phrase that is a blend of an ethical victory and material wealth. It makes people believe that to be a success, it is necessary to transform land and possess it.

This is an expanded cultural narrative, the idea that economic growth and individual success can only be good even when it kills natural systems (Fairclough, 2003).



The destruction also appears far sighted, noble and planned because of the word vision. It makes human intervention a fate.

7. The Silence of the Land

It is perhaps the most striking aspect of DHA discourse that is not said. The posts do not mention loss of vegetation, soil erosion or displacement of species. The cost of this advancement to the environment is silent.

The silence in ecolinguistics is never neutral. According to Stibbe (2021), omission of some beings or issues in discussion renders them invisible in the minds of society. The silence of DHA towards nature is one of the continuum of silence in culture where human needs are the only needs that are known and life is background.

8. How the Story Works

The pattern is clear. The marketing of DHA Islamabad creates a chain of favorable meanings:

Development is becoming progressive.

The next stage is moral success.

- ❖ Success becomes comfort.
- ❖ And comfort becomes right.

One word connects to the other creating a tale that is lovely and conceals doom. This is the way in which discourse about corporate housing transforms the way people appreciate nature. It commoditizes sceneries, and nature devastation into the success of man.

9. Critical Reflection

The discourse of Park View City is the bigger trend of eco-capitalist narration in the urban housing industry of Pakistan. The campaign appeals to emotion promise, comfort and embrace to construct large-scale land transformation as morally right and in harmony with nature. This demonstrates that linguistic framing can be viewed as an instrument of ecological persuasion, as it helps to influence the way people perceive ideas and makes them favor urbanization that destroys nature.

It is the task of ecolinguistic critique, then, to reveal the way such stories are violent on the one hand and sound beautiful on the other. They suppress the land as they speak on its behalf.

6.4. Critical Ecolinguistic Analysis of Capital Smart City Islamabad

The pictures on the social media of Capital Smart City give a glossed-up account of evolution and advancement. The labels like the Newest Expansion, Development Updates and executive west encourage a futuristic vision of development and progress. But into the background of this talk of innovation there is a latent yet potent narrative of environmental disappearance and colonization. This section provides an insight into how the discourse of Capital Smart City redefines nature using the ecolinguistic framework created by Stibbe (2021) in the context of language, visual framing, and silence.

1. *The Story of Endless Expansion*

The visuals used throughout the campaign promote the idea of the newest expansion, which implies constant growth as the indicator of success. Expansion is a term with an overwhelming connotation of prosperity and power, although it also presupposes the expansion to the hitherto unexplored or natural space. In such a repetitive wording, the project suggests expansion as natural and desirable without paying much attention to its environmental cost.



This is what Stibbe (2015) describes as a progress story, a story in which an environmental change is treated as equal to human accomplishment or success. In these images, bulldozers and trucks ploughing soil are presented without emotion as development news. Even the term development itself is a linguistic mask and makes what may be perceived as deforestation or degradation of land appear as development and modernization.

2. "Smart" as a Moral Justification

Capital Smart City and the branding of the name focus on intelligence, efficiency, and innovation are recurrent words and concepts that are the focus of the name Capital Smart City and the branding around it. This framing of language is strong in that it equates construction to morality and intellect. That is, to be a builder is to be intelligent.

It is a form of moral framing that Fairclough (2003) calls discursive normalization language that makes some ideologies seem correct by default. The project itself claims to be smart, which redefines sustainability as technology-driven urbanization as opposed to co-existing with nature. The land in this novel, is not an ecosystem that is alive but a raw material that must be optimized.

3. Visual Grammar of Control

The shots are dominated by aerial shots that depict trucks, bulldozers, and similar surreal brown earth. These are not mere pictures; they form visual grammar, which is a symbol of order and control. The machinery and road lines are a representation of humans having taken control over the natural land.

Goatly (2002) argues that these visuals are involved in the discourse of control and in this case the landscape is something to be controlled not lived in. The diverseness in nature is literally geometrically substituted by human machinery and open soil. This provides the viewer with a feeling of pride and assurance which covers the violent transformation.



4. *The Silence of Nature*

Trees, wildlife, soil health, and water systems are not mentioned in any of these posts. This is made to appear as a bare land to be filled with projects. This is what Fill and Muhlhausler (2001) refer to as lexical silence that is the utter lack of ecological topics in discourse.

There is no voice of nature in this tale. Human activity is instead reduced to the sole meaning. There is no greenery or biodiversity in the pictures that are not incidental, rather, it is a desired aesthetic decision, which is in line with capitalism urban ideals. The outcome is an electronic narrative in which the surrounding is merely a blank canvas onto which human buildings are placed.



5. *The Promise of Overseas Comfort*

Most of the visuals are designated as Overseas prime and Overseas West. This name is global aspiration and class identification. The word overseas is a symbol of extravagance, modernity, and alienation to local life. It also brings hierarchy of the situation when the local ecology is regarded as inferior and needs to be transformed to correspond to the international norms.

With such wording, Capital Smart City makes environmental change a lifestyle product. The message is straightforward: the more the land transforms the closer it will be to the so-called global future. This is what Stibbe (2021) refers to as beneficial stories-stories that seem good but silently advance unsustainable values.

6. *Development Updates: The Aesthetics of Progress*

The tagline of each image is "Development Updates" with smooth and tech-inspired typography. Such a term redefines ecological loss as a chain of events. It transforms the devastation of the natural scenery into a thing to rejoice about.

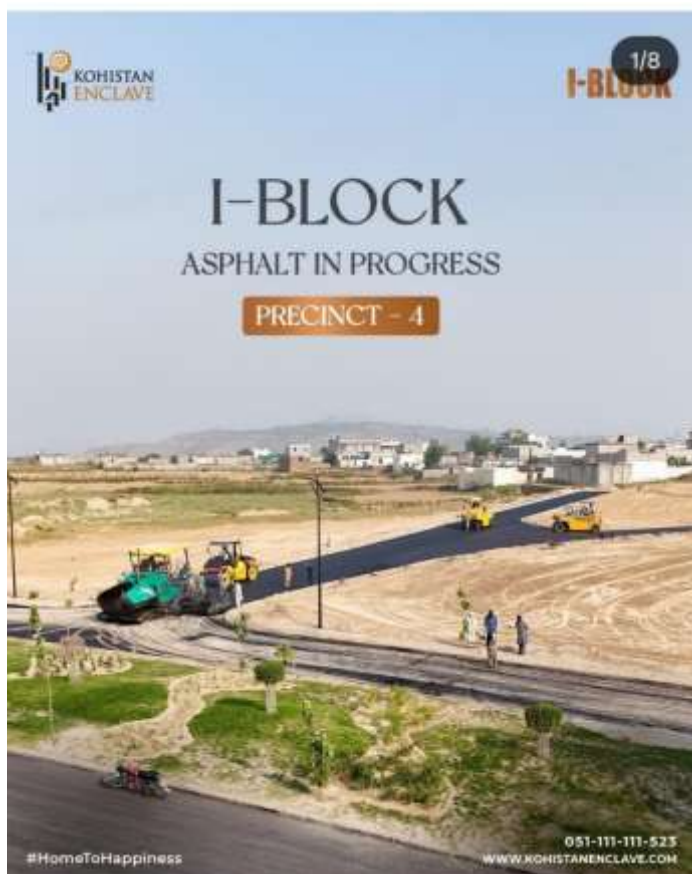
The abstraction of barren soil and the formal structure of the text is a symbolic pre and post. It indicates that the natural world is chaos and barren, whereas human environment provides structure, meaning and smartness. This minor detail serves as a

lesson to the viewers to perceive environmental manipulation as something positive instead of something destructive.

7. *The Story Beneath the Soil*

What these images all convey is not only the history of a housing project but a culture worldview. The land is depicted to be dead, waiting until people can bring it to life. The emphasis on heavy machinery and unnatural spatial planning creates a story of authority, dominance, and stability.

Ecolinguistics, as Stibbe (2015) asserts strives to find out the stories we live by; the unconscious narratives that define our connection to the environment. The tale of Capital Smart City is one of the art: it glorifies human power to transform the planet, turning deaf ears to the voices of the non-human world that is being ordered out.



6.5. Ecolinguistic Analysis of Kohistan Enclave (Official Instagram Content)

The language and visuals of the digital campaign Kohistan Enclave involve the display of construction and urban growth as the symbols of joy and development. All the captions, phrases, and pictures create the story in which the development has been presented as positive and natural with the ecological cost being silently disregarded. Based on the concepts of ecolinguistics (Stibbe, 2021), this analysis examines how the posts are reflecting both the environment and human activity and the connection between the two.

1. *“Asphalt in Progress”: The Language of Movement and Achievement*

The repetitive line Asphalt in Progress is not a construction update. The term progress renders the process meaningful and positive. It makes one believe that paving the earth with asphalt is an improvement.

This form of language is within the category of what Stibbe (2015) terms as stories of progress narratives where human action is being applauded to, and being blind to the destruction at hand. Pictures depict black soil, roll flat roads, and asphalt distributing machines. But the language leaves no trace of what was there before. Nature is now invisible, and it is substituted by the concept of progress.

2. “Home to Happiness”: The Emotional Mask

The posts are filled with hashtag Home to Happiness used in Kohistan Enclave. It gives building a sense of value at the emotional level, which implies that construction of roads and infrastructures automatically leads to happiness. This is a shrewd way of emotional framing (Fairclough, 2003).

The campaign makes the transformation of land normal by associating home and happiness with industrial working scenes. The tone of emotion conceals the loss of ecology under the sense of comfort and permanence. The land that is flattened and covered with asphalt might have been rich with plants, birds, and soil organisms, but the emphasis on human happiness removes such lives out of the image.

3. Visual Grammar: Order and Human Control

The images are very well crafted. There were straight black roads that ran through the sandy soil with small trees planting that had been planted just yesterday. Construction machines are properly organized, and teamwork and accuracy can be seen. Such visual order indicates the discourse of control, according to Goatly (2002), in which human design is superior to natural diversity in a form of communication.

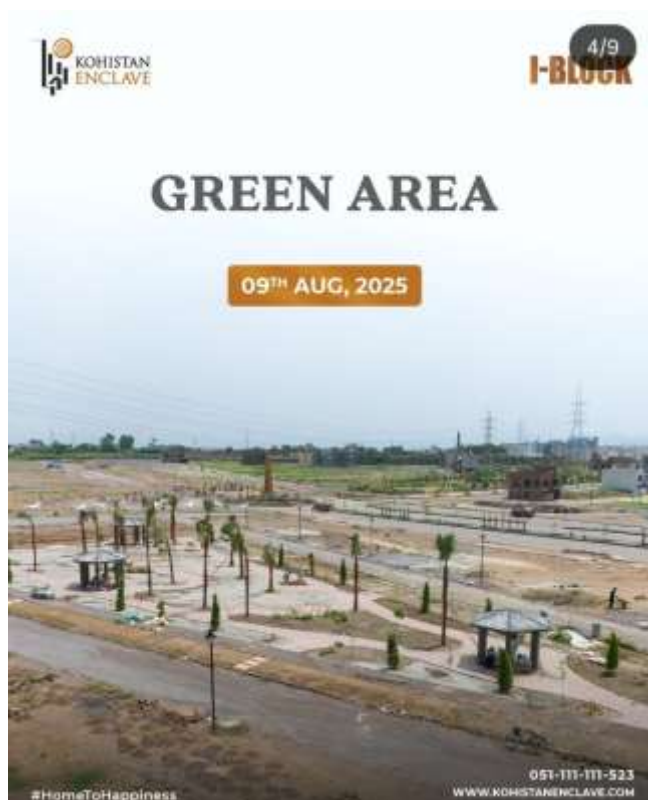


The scenery appears neat and well-tended yet this is not natural neatness; it has been brought about by taking away all the traces of wildness. The eye is attracted to roads, and not soil. The surviving plants are ornamental, and these are in perfect order, and this clearly shows the lack of ecological concern but control of the human beings.

4. “Green Area”: *The Illusion of Nature*

A post also shows a special date, 09 th August 2025, in which a green area is mentioned. The words and images create the impression of the restoration of greenery. But this is an artificial green space. In the picture, there are small palm trees in straight rows which are encircled by bare land and sidewalks.

In this case, green turns out to be a marketing word but not an ecological word. It is employed to build a moral image of environmental friendliness via concealing the fact that these green spaces are managed, ornamental and unrelated to local ecology. This is one of those instances where Stibbe (2021) refers to the use of positive ecological words as a form of greenwashing, which sells unsustainable practices.



5. *Development as a Moral Story*

The caption to one of the posts is as follows:

Kohistan Enclave builds its image of quality development with each new step forward. It develops infrastructure that is accurate, of quality, and long-term value.

This sentence creates development as a morality. The repetition of such words as quality, commitment, value puts the construction as being ethical and admirable. The natural world, on the contrary, is not around at all. No reference is made to soil erosion, water management and biodiversity.

It is this that Fill and Muhlhausler (2001) call lexical silence, or a deliberate neglect of non-human life as a subject of discourse. The absence of nature in the story makes human action the sole important thing.

6. *The Story Beneath the Surface*

The message is repeated throughout the posts, and it is work is progress, progress is happiness and happiness is achieved through construction. This trend tells the more profound story we live by (Stibbe, 2021) that nature cannot be valuable until humans transform it.

Asphalt in progress is used instead of life with surface. The birds, trees and natural soil are never depicted in the campaign. Rather it glorifies the black roads that are smooth as a representation of modernity. Within this vision of the world, happiness is quantified in square feet of development and not as ecological balance.

7. *Silence as a Story*

Perhaps, the strongest message in the social media of Kohistan enclave is what is not being said. Sustainability, environmental planning or ecological restoration is not discussed. The silence concerning

responsibility towards the environment itself becomes communication.

According to Stibbe (2021), silence may promote destructive ideologies as powerfully as words. The exclusion of nature in the discussion makes the world one-sided in which human development is the only possible way.

8. *Reflection*

The ecolinguistic reading of the posts of Kohistan Enclave demonstrates that the discourse on corporate housing turns the environment into human pride product. Such words as progress,



kohistanenclave With every step forward, Kohistan Enclave reinforces its reputation for quality development. Asphalt work in progress at I Block, Precinct 5 ensuring commitment to delivering infrastructure that reflects precision, quality, and long-term value for our residents and investors. less

quality, and happiness are positive words that conceal the loss of natural ecosystems.

These patterns can be observed with the assistance of ecolinguistics. It is a reminder that any of the words forms our perception of the world. When development is associated only with happiness, and nature is quieted, society starts to forget what the real happiness is, it is not only clean air and healthy soil but also living landscapes.

7. Findings & Interpretation

The ecolinguistic and multimodal analysis of the chosen Instagram posts demonstrates that there are some common linguistic and visual patterns which, in turn, create an ideology of eco-modernity through which the presence of progress, technologies and nature is possible without any contradiction. Although they vary in brand, the four housing societies appear to be profoundly oriented to capitalist and anthropocentric worldviews, in which human comfort, aesthetic order, and property value are highly valued over ecological integrity.

7.1. Ecological Patterns: Controlled Nature

In all instances, nature is not perceived as a living system but rather a well-managed resource or decoration. A new milestone of progress and living redefined are the phrases used in the imagery of DHA Islamabad to develop land as a developmental milestone. Capital Smart City applies progressive lexis, or the language of development, with development updates, expansion, executive west, and so forth, to naturalize the change of environment as the routine of bettering things. Park View City uses emotional metaphors such as the nature embrace to simulate harmony and Kohistan Enclave uses greening to show productivity, showing asphalt in progress and development of green areas as the two-equivalent metrics of success.

The redefinition of ecological processes in any case is redefined as human-controlled order. Grass, water and trees are not indicators of biodiversity but beauty indicators of development. The ecological story thus changes to coexistence which turns into control, a common theme in contemporary urban rhetoric.

7.2. Linguistic Patterns: Lexical Positivity and Erasure

Lexically, the language of the four developers has been dependent on positive assessor terms: progressive, elegant, smart, green, sustainable, luxurious, modern, and visionary. This optimism has an ideological purpose- it conceals the material effects of construction and removes non-human points of view.

The category of erasure that is particularly apparent is that of Stibbe (2015). None of the captions mention deforestation, soil erosion or disturbance of habitat. There is no environmental cost in language, and the same is substituted by sterilized terms such as updates and progress of development. Words that seem to be ecological (green, nature, eco) are re-framed (metaphorically) to mean comfort and prestige as opposed to ecological preservation.

Human superiority is also supported by metaphorical expressions. The landscape is anthropomorphized into something that obeys and welcomes, e.g. the reference to nature being hugged (Park View City), the reference to a green milestone (DHA). This language redefines environmental change into emotional cohesion and makes consumption caring.

7.3. Visual Patterns: Aestheticized Construction

Such linguistic framing is verified by multimodal analysis. The aerial shots prevail in all descriptions giving a panoramic bird like view of land. This eye view of God is the visual statement of human command over the land, turning some natural scenery into geometric areas of control. The repetition of the palette based on the earth tones, green fertile grass and golden light also creates the feeling of serenity, and the elements of heavy machinery and freshly paved roads are visual indicators of success.

An example is the Park View City where the blue sky is contrasted with the symmetrical structures bordering an artificial lake in the shape of a leaf. The photograph suggests a natural balance, but the angle conceals bare earth and sprawl. The images in Capital Smart City are even more industrialized with bulldozers and dump trucks with optimistic wordings such as development updates. In this case, machinery is an icon of life, instead of disturbance - an ecological reversal. The series Home to Happiness of Kohistan Enclave also makes the same comparison of construction progress and emotional fulfilment, of material growth with personal well-being.

7.4. Ideological Patterns: Eco-Luxury and Moralized Development

On the ideological level, these stories naturalize the notion of eco-luxury, which grants the potential compatibility of environmental awareness and consumerist life. The commodification of nature is a part of the real estate product, aestheticized and subdued. The model by Fairclough (1995) shows that there is a consistent neither change nor choice in terms of discursive practice: the conversion of the ecological terms into capitalistic symbolism. Such terms as green, harmony, and sustainability are moral veils justifying the natural space expansion and privatization.

The history of every building project is the same: the development is fate, the building is the good, the nature is ornament. These stories constitute what Stibbe refers to as damaging stories -stories that mask ecological destruction by using positive terminologies and pictures. The posts educate viewers to regard land as something beautiful to own rather than something to share. Within the commercial aspiration, these societies transform ecological consciousness into aesthetic consumption by entrenching environmental discourse into the same.

8. Conclusion & Recommendations

This paper makes the inference that the Instagram talk in Pakistan, emerging housing societies, i.e. DHA Islamabad, Capital Smart City, Park View City, and Kohistan Enclave, builds upon a cohesive myth of eco-modern development. They make it seem sustainable, unavoidable, and desirable through words and images used to show the large-scale environmental modification. The eco-related terms used such as green, smart, nature, harmony, development are not used as an ecological exercise but rather as a branding rhetoric that combines economic and aesthetic ambitions.

8.1. Key Implications

The results show that such urban discourses reproduce consumerist environmentalism, which has sustainability as landscaped and not ecologically balanced. Lack of environmental responsibility in the captions or pictures is a manifestation of a culture ideology that views land as a commodity first. It is the collective of these social media images that makes a slightly but effectively significant impact in shaping the consciousness of the masses: they are welcoming to admire when one builds but to not think much about the ecological footprint of that building.

The posts promote anthropocentrism, or making human convenience the morality of progress, though they offer environmental change as a form of emotional fulfillment (HomeToHappiness) or grace (Nature S Embrace). This kind of language also does not only rebrand environmental destruction as a form of beauty but also deters the audience against critical ecological consciousness.

8.2. Recommendations for Sustainable Discourse

In order to change to be more environmentally responsible in communication, housing societies and their marketing departments can:

- Use transparent language, which recognizes ecological costs and achievements.

- Include non-human point of view in their visual and textual narratives such as the local flora and fauna, natural ecosystem etc.
- Develop reframing as coexistence rather than domination, and with stories that highlight restoration, biodiversity and long-term sustainability.
- Use professional ecologists in advertisements to make sure that the green imagery can be in correspondence with real environmental responsibility.
- Spread consciousness by re-storying--by talking about community-based projects such as tree planting, water conservation, green architecture, and so forth as factual achievements.

8.3. Directions for Future Research

This question can be extended in future research by adding the element of audience reactions, commentary, and interaction scores in order to examine the effect of such discourses on environmental perception. The comparison of work between South Asian or Middle Eastern settings might also be revealing that the marketing of real-estates absorbs ecological words into the capitalistic logic worldwide.

Finally, such studies lead to a more profound consideration; that is, the world we inhabit is a creation of language, and thus, it is necessary to redefine such discourses to be able to picture a more pleasing version of development in the future where the living earth is no longer erased but is restored.

References

- Banerjee, S. B. (2003). *Who sustains whose development? Sustainable development and the reinvention of nature. Organization Studies, 24*(1), 143–180. <https://doi.org/10.1177/0170840603024001341>
- Banerjee, S. B., & Linstead, S. (2001). *Globalization, multiculturalism and other fictions. Organization, 8*(4), 683–722.
- Banerjee, S. B., & Linstead, S. (2001). Globalization, multiculturalism, and other fictions: The case of “global” advertising. *Organization, 8*(4), 683–722.
- Ewen, S. (1976). *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture*. McGraw-Hill.
- Ewen, S. (1976). *Captains of consciousness: Advertising and the social roots of the consumer culture*. McGraw-Hill.
- Fairclough, N. (1995). *Critical discourse analysis: The critical study of language*. Longman.
- Fairclough, N. (2013). *Critical Discourse Analysis*. Routledge.

- Fairclough, N. (2013). *Critical discourse analysis (2nd ed.)*. Routledge.
- Fill, A., & Mühlhäusler, P. (2001). *The Ecolinguistics Reader*. Continuum.
- Fill, A., & Mühlhäusler, P. (2001). *The ecolinguistics reader: Language, ecology, and environment*. Continuum.
- Hult, F. M. (2019). Ecolinguistics and linguistic landscapes. *Language & Ecology*, 3(1), 1–10.
- Khalid, A., Rabbani, M., & Anwar, M. S. (2020). *A multimodal discourse analysis of housing projects advertisements in Pakistani print media*. *Pakistan Languages and Humanities Review*, 4(2), 24–45.
- Kress, G., & van Leeuwen, T. (2006). *Reading Images: The Grammar of Visual Design (2nd ed.)*. Routledge.
- Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design (2nd ed.)*. Routledge.
- Mehmood, M. (2022). *File Culture: A Crippling Affliction to the Real-Estate Market*. PIDE Briefing Paper MS-11.
- Mehmood, M. (2022). *File culture: A crippling affliction to the real-estate market*. Pakistan Institute of Development Economics.
- Mujahid, N. et al. (2020). *An analysis of urban sprawl in Pakistan*. *Int. J. of Agricultural Extension*, 8(3), 257–278.
- Mujahid, N., Huifang, W., Akhtar, S., Imran, S., Hassan, G., & Wang, C. (2020). An analysis of urban sprawl in Pakistan: Consequences, challenges, and the way forward. *International Journal of Agricultural Extension*, 8(3), 257–278.
- National University of Modern Languages. (2021). *Linguistic framing in real estate discourse* (Unpublished master's thesis). NUML, Islamabad.
- NUML Study (2021). *Linguistic framing in real-estate discourse*. Unpublished MA Thesis, NUML Islamabad.
- Stibbe, A. (2015). *Ecolinguistics: Language, ecology and the stories we live by*. Routledge.
- Stibbe, A. (2021). *Ecolinguistics (2nd ed.): Language, ecology and the stories we live by*. Routledge.
- Waseem, L. A., Farhat, K., & Naqvi, S. A. (2019). *Urbanization impacts on urban agriculture land conversions and crop production in metropolitan Lahore*. *Pakistan Geographical Review*, 74(1), 48–60.