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A Pragmatic Analysis of Barack Obama's Speech on Climate Change from an Eco-Pragmatic Perspective

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ABSTRACT

This study is an attempt to examine pragmatic strategies that are employed by former U.S. President Barack Obama in his 2015 Conference of the Parties, 21 annual meeting, henceforth COP21 climate change speech. This is tested within a framework of combining eco-linguistics with pragmatic main domains. Urgency, responsibility, and collective collaboration through pragmatic tools are addressed in the current study aimed to identify the eco-pragmatic strategies as represented by speech acts, implicature, metaphorical framing, and politeness used in Obama's speech. The study utilizes a qualitative approach, and applies a four-dimensional analytical model. The findings reveal that Obama effectively employs declarative and directive speech acts, warnings, conversational implicatures, shared knowledge presuppositions, and metaphorized frames to frame climate change as an urgent, ethical, and collective issue. On the other hand, face-saving strategies function as diplomatic mechanisms promoting international cooperation which is away from blame attribution, meanwhile using metaphorical dramatization to provide cognitive and emotional triggers for mobilizing action.

Keywords: Eco-pragmatics, Climate Change, Eco-linguistics,

تحليل تداولي لخطبة باراك أوباما حول التغير المناخي من جهة نظر اللسانيات البيئية

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المستخلص

تسعى هذه الدراسة إلى تقديم استراتيجيات تداولية استخدمها الرئيس الأمريكي الأسبق باراك أوباما في خطابه عن تغير المناخ الذي ألقاه عام 2015 في مؤتمر الأطراف للعام الحادي والعشرين ويتم اختبار ذلك ضمن إطار يجمع بين علم اللغة البيئي والمجالات التداولية الرئيسية. تتناول الدراسة قضايا الإلحاح والمسؤولية والتعاون الجماعي من خلال الأدوات التداولية، وتهدف إلى تحديد الاستراتيجيات البيئية-التداولية المتمثلة في أفعال الكلام، والاقتضاء، والتأطير الاستعاري، والتأدب المستخدمة في خطاب أوباما. تعتمد الدراسة منهج التحليل النوعي للخطاب، وتطبق نموذجاً تحليلياً رباعي الأبعاد، مستخدمةً نظرية أفعال الكلام، والاقتضاء والافتراض المسبق، واستراتيجيات التأدب للحفاظ على ماء الوجه، والاستعارة المفاهيمية، وتحليل الإطار، لتأطير تغير المناخ كقضية ملحة وأخلاقية وجماعية. يثبت نموذج البيئة-التداولية الذي تم توظيفه في هذه الدراسة أنه مناسب لتحليل الخطاب البيئي السياسي.

الكلمات المفتاحية: الإيكوبراجماتيك (التداولية البيئية)، التغير المناخي، علم اللغة البيئي (الإيكولسانيات)

1. Introduction

Lately, the topic of climate change has received much attention due to the challenges that are going on in this century. People in the know; governments, relevant scientists, climate and social activists, and local and international multi-purpose organizations have collaborated to set the global discourse that addresses such an environmental degradation and secure a livable future for humanity. One of the most influential supporters and contributors to this kind of discourse are leaders and people of influence worldwide; those who deliver political speeches not only for the sake of policy statements, but also to be as powerful communicative acts, aiming at shaping the public perception and implementing an international action. Interestingly, the former President of the United States Barack Obama's speech at the COP21 conference in Paris in 2015 is regarded-as one of the most illustrative speeches of the climate change discourse, as it is used to mobilize global collaboration among the actors.

The climate change discourse is found to have an intersection subfield of ecolinguistics, represented by the link between ecolinguistics and pragmatics (Harré , 1996; Fill et al, 2001; Alexander, 2009; Milstein et al, 2020) . This is referred as eco-pragmatics. This subfield presents critical tools to analyze the way how language use in certain contexts may show and support or challenges ecological values and responsibilities. Moreover, it focuses on the pragmatic strategies or selections that the speaker employs when addressing in environmental issues through the use of discourse. It pinpoints the ways how speakers shape urgency, how to appeal to the morale, how to issue obligations, or how to shift responsibility away. Convincingly, such political speeches are

found as performative, communicative acts; they inform, persuade, warn, and provoke emotion and ethics to the listeners.

Barack Obama's COP21 speech is characterized by a combination of diplomatic tone, environmental concern, and rhetorical precision. It highlights the global threat and the call international collaboration, as it was delivered to a global audience of heads of state, well-known negotiators, and representatives of civil society. He introduces the climate change as a tri-façade challenge; a moral, political, and scientific. Using his rhetorical tools to build the call for solidarity, urgency, and optimism, his speech shows various pragmatic strategies that merit attention for eco-pragmatic analysis. It marks the way high-level political discourse uses pragmatic strategies to negotiate environmental ethics and global governance.

This current study attempts to achieve its objectives through the following questions

1. How does Obama introduce urgency, responsibility, and collective collaboration through the use of pragmatic tools when it comes to climate change?
2. What are the eco-pragmatic strategies that have been employed in Obama's COP21 speech as speech acts, implicatures, metaphorical shaping and politeness strategies?

The procedures followed in the study to answer these questions are based on the theories of pragmatics, represented by speech act theory, implicature, and politeness, in addition to ecolinguistics and recent developments in eco-pragmatics. The study is a qualitative one that asserts a discourse analysis of representative excerpts from the speech in question. A theoretical account is given on all the aforementioned topics and a mixed model of eco-linguistics and pragmatics is employed for the analysis (Yule, 1996).

Having the increasing need to focus on climate change discourse, the current study is of use to discourse analysts to be equipped with the strategies of analyzing linguistic tools in such discourse, climate change activists to be aware of how to bring attention to such a global phenomenon, and political analysts to point out to the political leaders' influence in relation to the climate change and ecology.

2. Ecolinguistics

Ecolinguistics is defined as a field that deals with the connectedness between language and the environment, highlighting the way linguistic practices put a certain impact on ecological awareness and behaviors (Killingsworth & Palmer, 1992; Fill & Mühlhäusler, 2001; Nerlich & Jaspal, 2014; Cook, 2015, Ismail, 2026). Stibbe (2015) remarks that language plays a central role in shaping the "stories we live by," including those that either sustain or degrade ecological systems. Ecolinguistics attempts to find solutions to the need for a more critical and environmentally conscious conception of language, a matter that confronts the anthropocentric and extractive ideologies found in different types of discourse (Fill, 1993; Goatly, 1996).

As far as eco-pragmatics is concerned, it brings in the context where language is involved, dealing with the various types of utterances that are produced with environmental contexts. The focus is

totally on the way speakers employ pragmatic strategies/tools to communicate in–ecological situations, principles, threats, and responsibilities. Eco-pragmatics is unlike ecolinguistics in that it investigates the speaker’s intentions and implicatures within the social effects of the ecological use of language. It incorporates the classical pragmatic broad strategies as speech act theory, Gricean implicature, and politeness theory as a way of uncovering how environmental discourse operates at the level of pragmatic interaction (Kadhim, 2024)

2.2. Pragmatic Tools in Environmental Discourse

In this section, an account of a link between the pragmatic tools and strategies and the environmental discourse is presented to set the theoretical as well as the analytical frameworks for the current data of the study.

Starting with the theory of Speech act (Austin, 1962; Searle, 1969), it offers a foundational-tool for the analysis of how utterances are employed to convey actions. Politicians utilize the ecological discourse along with its strategies and devices to have performative, communicative acts such as warnings, promises, declarations, and directives to influence public attitudes to make them act accordingly. An illustrative example can be taken from Obama’s 2015 speech on environment:

“We must act now”

It implicates a performative appeal to urgency and to take all the measures to confront the problem that has been mentioned by the speaker.

Another major tool of pragmatics is the Gricean implicature which was first introduced–first introduced by Grice (1975), and later developed by other scholars-who thoroughly investigated the aspects of implicature in different genres, defining it as a tool that allows analysts to examine what is unstated rather than stated. Kadhim (2023) adds another type of implicature which is named “coded implicature” which means the unstated utterances with a coded context between the speaker and the listener. In regards to eco-pragmatic, implicature is utilized as a key instrument of analysis for the sake of identifying the underlying assumptions about such topics–as risk, responsibility, or timeframes in the issues of discussions about the climate change.

Taking an example from Obama’s speech, he says:

“No nation is immune to climate change,”

Here, according to the Gricean maxim analysis, the implicature is that not taking action to the climate change is morally indefensible.

Moving to the third key pragmatic tool, Politeness theory, as introduced by Brown & Levinson (1987) and influenced by Goffman, E. (1967), has direct impact on the discourse of the climate change. Such an issue is characterized by the highly sensitive negotiations in that speakers need to have high diplomacy and to use such pragmatic strategies as hedging, indirectness, and face-saving strategies. This is manifested in Obama’s diplomatic tone that demonstrated the need to balance

assertive speech acts along with maintaining the sovereignty of the nation that he wants to preserves, following Leech (2014). It is found throughout the speech that is yet to be analyzed.

Blum-Kulka, et al (1989) the cross-cultural pragmatic aspects as resulting mostly from the cultural nuances and uses and are traditionally agreed upon. Lakoff (2010), on the other hand, emphasizes the significance of using metaphors and frames in the discourse of the climate change as are crucial in constructing environmental narratives. Metaphors such as “war,” “race,” or “crisis” can shape how people conceptualize the problem of climate change. Concerning eco-pragmatics, it addresses the way metaphors position humans as either stewards, victims, or perpetrators in the climate narrative.

2.3. Eco-discourse and Climate Leadership

A number of politicians' speeches have been analyzed by scholars who focus on the manner of how those politicians engage with the discourse of the climate change. As an illustrative example, Dryzek (2013) examined the environmental democracy in discourses, meaning that how speakers practice the discourse that is relevant to environment in a free manner, whether there are limits to the utilization of language or not. Another example is that Wodak (2009) explored the area of political rhetoric, seeking globalized contexts to uncover the commonalities among various political leaders from different cultural and social backgrounds. However, many of these researchers focus on the policies that are related to the content of discourse, not the pragmatic strategies and aspects. Moreover, scholars such as Cox & Pezzullo (2016) conduct studies on the discourse of environment that Obama employs, yet they often focus on the use of hope and cooperation as attitudes, not the pragmatic interpretation of the utterances along with their strategies, i.e., without applying a rigorous eco-pragmatic framework.

Given such circumstances, there is a significant gap in the analysis of how politicians construct pragmatic utterances regarding the environmental discourse in ways that influence and invoke public imagination, raise collective responsibility, and derive international cooperation. The current study attempts to bridge this gap via analyzing Obama's COP21 speech through a pragmatic perspective to introduce the strategies most employed in the environmental discourse.

3. Methodology

3.1. Research Design

This study employs a qualitative approach that is based on discourse analysis and adopts the pragmatic principles to serve the objectives of the study. The objective is to address the question whether Barack Obama's COP21 speech pragmatically constructs ecological interpretations through certain pragmatic acts and strategies. The study takes the excerpts that are relevant to the objectives and test them against the model adapted in this study, and then the excerpts are interpreted according to the given contexts. Analyzing the excerpts in question is finding out whether the speech as a whole is to frame climate change as an ethical, urgent, and collective issue.

3.2. Analytical Framework

In order for the current study to achieve its objectives, the analytical model is selected to combine insights from both the pragmatic and eco-linguistic elements. The model only highlights the following four dimensions:

A. Speech act theory, following Austin, 1962; Searle, 1969 and the others. The use of the speech act analysis is to uncover the performative functions of the speech acts that are employed in the ecological speeches such as warnings, promises, and declarations, along with their facility conditions.

B. Other pragmatic devices that can be effectively useful for the ecological functions that leads to eco-pragmatic interpretation. Conversational Implicature (Grice, 1975), in all types, and presupposition triggers, assumptions and the common ground or the shared knowledge, (Yule, 1996) all of which-could lead to other functions than the stated ones, if tested against the given contexts.

C. Politeness theory, as represented by the Face-Saving dimension, is another tool used in the analysis of data, adopting Brown & Levinson (1987) face-saving acts in analyzing the diplomatic tone as well as the political correctness in the speech within the international setting. This dimension serves as a broader pragmatic strategy to urge, provoke, warn, and to do other pragmatic acts under face-saving aspects.

D. Another significant dimension that can be highly effective in the analysis of the eco-pragmatic utterances is that of frame and metaphor analysis, . adopting Lakoff's (2010) investigation of how to conceptualize the metaphors, in general, and framing terms when it comes to the climate change. This is utilized due to the strong link between the metaphors used and the pragmatic acts that are employed as strategies, a matter that can add to the eco-pragmatic analysis of the utterances in question.

E. At the end of the four-dimension analysis comes the stage of assessment, i.e., whether the pragmatic functions of the analyzed utterance (pragmatic units) are ecologically oriented or not. In other words, the analysis demonstrates whether the utilization of pragmatic devices is for the purpose of ecology and environmental ends. In this, the study follows Stibbe (2015) and Alexander & Stibbe (2014) model of assessment.

Below is figure (1) which illustrates the four-dimension models of eco-pragmatics, in addition to the assessment stage.

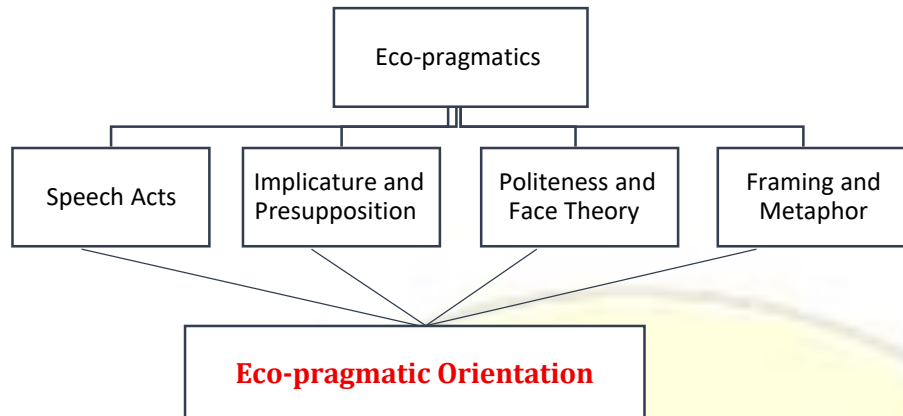


Figure 1: Eco-pragmatic Analytical Framework

3.3. Data Description

The main data is the transcript of the full speech delivered by Barack Obama on November 30, 2015, at Convention which was held on Climate Change the United Nations Framework in Paris, referred to as (COP21). The transcript is retrieved from the White House archive, the official archive of Barak Obama as it is available on the website of the White House.

By nature pragmatic analysis mostly deals with utterances, i.e. phrases, sentences, or even individual paragraphs or extended sentences in various contexts. Obama's speech is divided into rhetorical units to achieve the utmost based thematic coherence. The analysis examines each unit separately, after it is delimited, seeking the pragmatic function which is relevant to eco-pragmatics or any other ecological implications. Attention is given to the data that demonstrates instances as the global identification of the environmental issues. Those that focus on the risk or urgency of the climate change are given due attention. There are the utterances that are related to seeking collective responsibility and deriving the community to collaborate and show moral attitudes towards such global issues. Additionally, the focus is on the metaphorical or figurative instances in order to address the framing and conceptual metaphors. The last focus is on the theme of the political cooperation and the joint efforts to deal with the climate change as a political issue.

As far as the limitation of the analysis is concerned, the qualitative account is limited to the interpretive which may vary from one utterance to another however, through the rigor methodological steps along with the theoretical grounding the analysis is to yield insightful and scientific interpretations.

4. Analysis

Drawing on the analytical framework adapted above to analyze the utterances selected, this section is to examine how Obama utilizes the pragmatic tools to serve his own intentions within the contexts of the speech; at the 2015 COP21 United Nations Climate Change Conference in Paris. The analysis is structured according to the model adapted above and then the thematic structure

that has been mentioned in Obama's speech, i.e., excerpts are pragmatically analyzed according to the themes first and then the pragmatic functions on the environment are commented on.

The speech is fully investigated according to the data in that every excerpt that is relevant to the current study is selected and analyzed.

4.1. Analysis of the Pragmatic Tools

A. Speech acts

The speech acts (performative acts) that have been found are represented by the following:

- Commissive-speech act as found in the excerpt:

"I come here personally, as the leader of the world's largest economy and the second largest emitter, to say that the United States of America not only recognizes the problem, but is committed to doing something about it."

The pragmatic function here is to make a commitment to take action toward the climate change.

- Another speech act is found which is that of commissive, as in

"That's why we've come together to establish a new framework for international cooperation."

Through the promise herein President Obama performs a commissive speech act to bring together the global collaboration to actualize the issue of the climate change. This is the pragmatic change used by the speaker.

- The third important speech act used by Obama is that of a directive speech act which is that of warning:

"Submerged countries. Abandoned cities. Fields that no longer grow. Political disruptions that trigger new conflict, and even more floods of desperate peoples seeking the sanctuary of nations not their own."

The explicit warning here is used by Obama to highlight the bad consequences that could take place if they do not work together. The use of the performative speech act of warning is to pragmatically function as a threat in the climate change issue.

B. Implicature and Presuppositions

In accordance with the speech under analysis, Obama also relies on the conversational implicatures:

“We know the truth: that many nations have contributed little to climate change but will be the first to feel its most destructive effects.”

Here, Obama indicates the moral liability due to the large amounts of pollution caused by the climate change though certain countries receive little blame. The pragmatic implicature utilized here to function as to show the moral consequences.

As for the presuppositions found in the speech, they are demonstrated in the following:

“No nation — large or small, wealthy or poor — is immune.”

The linguistic trigger can be either the structure “no nation” or the negations of the word “immune” which presuppose a threat or disease. These two triggers imply the taken-for-granted assumption in that there is possibility that all the nations are to be affected by this global issue which is the climate change; as it is taken for granted in the speech as being a global issue. Obama employs such a common ground to pragmatically function to serve building urgency to the listeners.

C. Politeness (Face Theory)

As there are many various politeness strategies, Obama uses the positive ones, due to space limits two examples are to mention, to go hand in hand with the attitudes that can serve the benefit of the international community and global audience, among these strategies are:

“We are the first generation to feel the impact of climate change, and the last generation that can do something about it.”

Obama uses the strategy of the inclusive discourse in order to build the principle of solidarity and mutual responsibility for the issue in question. Another strategy can be demonstrated from the same quotation which is that of avoiding the face threatening acts. Using the pragmatic ends of the face saving acts “last generation” to save the face from putting aside of the other international efforts.

The strategy of mitigation is also utilized through the following:

“I’ve come here personally to say...”

The speaker, Obama, here, used the positive. politeness strategy to include himself and to claim a common ground with the audience. Such a strategy addresses the listener’s, a matter that is minimizing social distance and lessening the face threatening acts.

C. Use of Frame and Metaphors

Obama utilizes frames and metaphors to appeal to the audience emotions and to create cognitive backgrounds and schematic structures as follows:

- Climate change is framed as a moral obligation that all nations are to be obligated by. This has been done through the pragmatic speech act of commitment: *“We have a responsibility to do something about it.”*
- Using the inclusive strategy of politeness, Obama introduces a frame to demonstrate that the climate change is going to its end as it is the first and last generation that deals with such an issue. *“We are the first generation... and the last generation...”*

- Security frames

Using the explicit speech act of warning as metaphors *“political disruptions,”* and *“floods of desperate peoples”*, is to show that the climate change represents a security threat in order to put it in the calculations of the states.

- The metaphors casting disasters *“Submerged countries and abandoned cities”* frames the schematic structures to seek an emotional reaction from the audience.

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4.2. Pragmatic Manifestations

The data analyzed above indicate the core reasons of the pragmatic utilization for the main tools as used by Obama in such a context of the international assembly as COP21. Below are various manifestations that are pragmatically oriented:

a. Building Urgency

Obama employs the excerpt *“For I believe, in the words of Dr. Martin Luther King Jr., that there is such a thing as being too late. And when it comes to climate change, that hour is almost upon us.”* to demonstrate the pragmatic focus on the theme of raising the urgency among the attendants who are representatives of the world. Here, the speech act of warning, as the one analyzed above, is utilized to put the pragmatic function in a frame which is that of the shared knowledge and cognitive manifestation of the time sensitivity regarding climate change issue.

b. Seeking Collective Responsibility

The repetition of the metaphoric frame by the speaker represents the load of moral, collective responsibility towards the issue of the climate change. As analyzed above the excerpt: *“We are the first generation to feel the impact of climate change and the last generation that can do something about it.”* Is pragmatically enshrouded through the directive illocution of the speech acts to highlight the interconnected generations who share the same issue.

c. Pragmatic Tools for Eco Implications

All the pragmatic tools along with the framing and metaphors used by Obama are employed pragmatically, i.e., they are uttered in the context of urging the audience and the addressees, raising collective morals and responsibility, and cultivating hope to end the climate change issue. This is seen as a broad pragmatic function whose unit is the environment, a matter that necessitates to merit pragmatic in the ecological discourse.

The speech at COP21 indicates that Obama uses a combination of strategies that are elected from rhetorical discourse, pragmatics and ecological discourse. The pragmatic strategies reflect the balance of using pragmatic tools along with the ecological themes to show the focus of the speaker is not only political but also ecological.

5. Discussion

As far as the pragmatic analysis of Barack Obama's COP21 speech is concerned, it reveals a rich interconnection between linguistic strategies as represented by pragmatic tools and environmental functions. Convincingly, the selection of the pragmatic strategies used in the speech is deemed to the context which is fit to the environmental ends. Such pragmatic tools of the speech exemplify how language serves as a broader tool for putting such a complex global issue in a frame where it is accessible at the level of cognition, and compels the attendants/audience to be emotionally driven and ethically respondent.

Obama's rhetoric is built on the strategic use of speech act as a way to direct the addressees' attention and urge them to take action.-This goes hand in hand with what has been introduced in section three regarding the model of analysis (Austin, 1962, and Searle, 1969). The use of declarative, commissive, and directive illocutionary acts, is for the sake of performative goals, an easy way to deliver information. Such illocutionary acts are not only employed for political ends, but they are employed for ecological purposes; they are utilized as a new strategy to introduced a global discourse that is characterized by the denial and debating in the issues of either commitment and/or collaboration in the ecological critical issues.

Another utilization of the pragmatic tools analyzed in the current study is that of the equally significant of manipulation of presuppositions and implicatures. Raising the assumptions regarding the climate change and turning them into the speaker's discourse as demonstrated in "that it is real, urgent, and caused by human actions", lessen the chances of being resisting. This constructs a shared ground among listeners and addresses which is essential for establishing the identity of the discourse in question. As referred to by fostering what Stibbe (2015) "ecological identity". In other words, the ecological identity is represented by the discourse characteristics that can define the ecological discourse.

Furthermore, the analysis of the speech shows the strategy that is introduced by Alexander (2009) which is that of "narratives of redemption." The speaker puts the climate change – not as crisis- in a frame where there is still hope to act though the action is to be challenging. This is manifested through the interpretation of the speech as a call to unity and innovation, a mechanism that can lead to a renewed and sustainable global order. Such a broader strategy adds to ecopragmaticc

discourse as its objective is to promote environmentally beneficial discourse which the pragmatic strategies, cultivating hope, calling for agency, and seeking ethical engagement.

Obama employs the complexity of international diplomacy that seeks focus on accountability through the pragmatic strategies of face-saving acts, calling to all for cooperation and leaving the previous fails of all aside. This is reflected through the use of inclusive politeness strategizes as demonstrated in “we”, “our generation”. Such a pragmatic tool is of support and use for the sake of ecological stance that is intended to go internationally, and to project better future of solidarity to address such an issue.

The utilization of metaphors in the speech shows that it is not only for putting utterances through a pragmatizing process but it dramatizes the consequences of such global disasters. The speaker uses such dual functions to emotionally provoke the addressees and to urge them to take action against the vital natural issues. Such imagery brings the beginnings of the shift of the prevailing climate challenges from the anthropocentric paradigms to present them with eco-linguistic manifestations and calls for reimagining nature in the public discourse.

Therefore, the analysis of the speech demonstrates the core objective of the study; how eco-pragmatic tools can be successfully utilized as an analytical framework and interpretive mechanism. Pragmatic strategies are used by the speaker in the given contexts shows how much the speakers relies on pragmatics and metaphorized utterances to conceptualize such global issue before the international players. It also presents that language, in general, is a highly considerable factor that comes in the forefront when it comes to communicate issues related to environment. The model used in the analysis covers many aspects in the speech that no utterance is left unanalyzed by the models of the study, a matter which advocates using the model for eco-pragmatic studies.

5.1. Conclusions

The current study, after the analyzed is conducted and discussed, has come up with the following conclusions:

1. Obama successfully utilizes such speech acts as declarative, directive and warnings in order to put the issue of climate change in a metaphoric frame, calling for urgency and responsibility by the global players. Such utilization is merely for environmental advocacy.
2. The use of presuppositions, common ground, share knowledge and conversational implicatures embeds the human at large interference in the climate change issue and other ecological problems, through which Obama managed to construct a shared knowledge of ecological discourse identity and to seek collective collaboration, not to mention the collective responsibility.
3. The pragmatic and metaphoric frames, as uniquely used by Obama, introduce the climate change is not a mere crisis without a solution; the pragmatized frames encourages optimistic, innovative and promising involvement in the dialogue of environment discourse.

4. The strategies of the face-saving act theory, as indicated in the model, are a diplomatic mechanism for promoting international cooperation, away from using blame towards each other.
5. Using metaphorized utterances within frames gives cognitive and emotional triggers through the dramatization of the environmental issues such as the climate change. This can mobilize the audience and the addressees to act accordingly.
6. The model adapted for the current study is found to be fit and appropriate for the data in question and can cover a wide range of data.

5.2. Future Studies

Based on the conclusions above, the following future implications and studies can be of importance:

1. There is a need to expand the eco-pragmatic analysis to other ecological contexts and discourses as demonstrated by other world leaders and activists.
2. The eco-pragmatic tools can be developed into environmental guidelines for future studies in that how pragmatic strategies and conceptualized frames and metaphors can enhance public engagement.
3. Eco pragmatics can be a topic of focused research in the educational programs to raise environmental awareness through language effective shaping strategies.

5.3. Recommendations

Utilizing the conclusions of the current study, the recommendations can be applied to the following:

1. Joint research of eco-pragmatic tools and strategies with other scientific authorities responsible for the environmental studies.
2. Eco-pragmatic strategies such as speech acts, metaphors, and politeness help activists and policymakers to conduct more compelling messages.
3. To enhance persuasive strategies of environmental discourse, eco-pragmatic strategies can be added to AI through the natural language processing.

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