



IRAQI  
Academic Scientific Journals



العراقية  
المجلات الاكاديمية العلمية



ISSN: 2663-9033 (Online) | ISSN: 2616-6224 (Print)

**Journal of Language Studies**

Contents available at: <http://www.iasj.net/iasj/journal/356/about>

## Ecological Discourse Analysis of UNICEF Environmental Reports

Asst. Prof. Dr. Israa B. Abdurrahman \*

Tikrit University, College of Education for Women

[israaburhan@tu.edu.iq](mailto:israaburhan@tu.edu.iq)

Received: 15 / 12 /2022 , Accepted: 8 / 1 /2023, Online Published: 1 / 4 / 2023

©2023 College of Education for Women, Tikrit University. This is an open Access Article under The Cc by LICENSE <http://creativecommons.org/licenses/by/4.0/>



### Abstract

This research is an ecolinguistic study of UNICEF Environmental Reports “Nutrition in Emergencies” (June, 2018) in relation to the Sustainable Developmental Goals. It serves to identify the linguistic structures that highlight the role and responsibility of universal organizations and institutions in shaping the public’s views that are at the heart of sustainable development, and how one can be more socially involved. This research tackles potential influences the study of ecolinguistics can have on significant real-world issues, and how linguists can involve themselves in attending at these issues for a ‘sustainable future’. This research follows Stibbe’s (2015) model of analysis, namely, the framing technique. It attempts to reveal the frames used by UNICEF (June 2018) discourse via identifying the triggering words and then derive the source frames and their target domains. Accordingly, six texts are analyzed and the results show that there are many framings reflected by UN discourse that try to shape the worldview in relation to this report and that these texts are positive and beneficial since they are aligned with the ecological philosophy and ethical consideration to the lives and wellbeing of other species.

**Key words:** Ecolinguistics, UNICEF, Sustainable Developmental Goals, Environmental Reports.

\* **Corresponding Author:** Asst. Prof. Dr. Israa B. Abdurrahman, **Email:** [israaburhan@tu.edu.iq](mailto:israaburhan@tu.edu.iq)

**Affiliation:** Tikrit University - Iraq

## تحليل الخطاب البيئي في تقارير اليونسف البيئية

ا.م.د. اسراء برهان الدين عبد الرحمن

جامعة تكريت/ كلية التربية للبنات/ قسم اللغة الانكليزية

### المستخلص

هذا البحث عبارة عن دراسة لغوية بيئية لتقارير اليونسف البيئية "التغذية في حالات الطوارئ" (يونيو 2018) فيما يتعلق بأهداف التنمية المستدامة. يقوم البحث بتحديد التراكيب اللغوية التي تسلط الضوء على دور ومسؤولية المنظمات والمؤسسات العالمية في تشكيل وجهات نظر الجمهور التي هي في صميم التنمية المستدامة، وكيف يمكن للمرء أن يشارك اجتماعياً بشكل أكبر. يتناول هذا البحث التأثيرات المحتملة التي يمكن أن تحدثها دراسة علم اللغة البيئي على قضايا العالم الواقعي المهمة، وكيف يمكن لعلماء اللغة إشراك أنفسهم في التعامل مع هذه القضايا من أجل "مستقبل مستدام". يتبع هذا البحث نموذج Stibbs (2015) للتحليل، وهو تقنية التأطير. يحاول الكشف عن الأطر التي استخدمها خطاب اليونسف (يونيو 2018) من خلال تحديد الكلمات المحفزة ثم اشتقاق الاطر والمجالات المستهدفة. وفقاً لذلك، تم تحليل ستة نصوص وأظهرت النتائج أن هناك العديد من الأطر التي يعكسها خطاب الأمم المتحدة والتي تحاول تشكيل النظرة إلى العالم فيما يتعلق بهذا التقرير وأن هذه النصوص إيجابية ومفيدة لأنها تتماشى مع بيئة الفلسفة البيئية وعلم البيئة والاعتبار الأخلاقي لحياة ورفاهية الأنواع الأخرى.

**الكلمات الدالة:** علم اللغة البيئي، اليونسف، أهداف التنمية المستدامة، التقارير البيئية.

### 1. INTRODUCTION

Ecolinguistics is a new discipline of investigation that deals with the relationship between language and environment. It embraces a wide range of topics, such as language & ecology, language & conservation, language & environmental justice, and language & sustainable development; and includes a variety of approaches that explore language and different kinds of interaction. Ecolinguistics approaches analyse language to reveal the the world-viewpoints and judge them according to a certain ecosophy (ecological philosophy); resist world-viewpoints which oppose the ecosophy; and contribute to the pursuit for new world-viewpoints (García & Wu, 2014). As a fairly modern approach, Ecolinguistics emerged to question the human agendas with an "anthropocentric" attitude, where humans are regarded as the center of the universe (Cook, 2015). This research considers the potential contribution that language study, particularly that by ecolinguists, can make towards investigating issues that require social action. One case in point is the achievement of the 17 Sustainable Development Goals (SDGs) of the United Nations for a sustainable world. This research shows how researchers can use language analysis tools to investigate the 'environmental reports' as a way to raise awareness and potentially promote action which addresses some of the SDGs. The aim of this research is threefold: first, to investigate the linguistic means that reveal how UNICEF environmental reports raise peoples' attention to issues of basic human needs and the specific ways that clusters of linguistic features come together to express a particular worldview; second, to state whether these reports are regarded beneficial discourse, ambivalent discourse, or destructive discourse; and third to enrich the empirical studies in this field. Accordingly, this research hypothesizes that there is a special relationship between language, the human being, and the ecosystem one lives in; there are certain linguistic structures that constitute the humans' worldviews in their relationship with their environments, i.e. the words we use to describe the natural world can influence our thoughts and actions towards the

environment; and finally, UN Environmental Reports help protect the conditions that maintain life and keep it in tandem with the ecosophy morals and beliefs, i.e. language plays a significant role in ecological protection through UN Environmental Reports in relation to Sustainable Development Goals.

## **2. LITERATURE REVIEW**

### **2.1 Ecolinguistics and Linguistics**

Ecolinguistics is a subfield of linguistics that investigates the relationship between language and the environment. It makes use of theories and principles from different areas of linguistics, such as discourse analysis, pragmatics, semantics, and sociolinguistics, to analyze the language used to review environmental issues. Ecolinguistics is concerned with how language can shape our understanding of the environment and our interactions with it, and it seeks to develop new ways of communicating about environmental issues to promote more sustainable practices (Hornberger & King, 2013).

According to Stibbe (2015, p.96), ecolinguistics “builds on linguistic insights to investigate how language both reflects and shapes our attitudes toward the natural world”. Stibbe observes that ecolinguistics “takes an interdisciplinary approach that combines linguistic analysis with insights from ecology, environmental studies, and other related fields” (p. 97).

In ecolinguistics, the focus is on how language is used to represent the natural world and environmental issues. For example, ecolinguists might analyze the metaphors and narratives used in discussions of climate change or the language used to describe different types of ecosystems. They might also study how linguistic choices influence our attitudes towards the environment, such as the use of the word “resource” to describe natural features that we exploit. While ecolinguistics is a distinct area of study, it is closely related to other branches of linguistics and draws on many of the same analytical tools and techniques. For example, ecolinguists might use corpus linguistics methods to analyze large datasets of environmental texts, or they might use discourse analysis to explore how environmental issues are framed in the media (see for example Lopez-Morillas (2016) and Poole (2018)).

The ecological analysis of language makes use of wide range of linguistic tools including critical discourse analysis, framing theory, cognitive linguistics, identity theory, rhetoric and systemic functional grammar to reveal underlying worldviews. The worldviews are cognitive structures in the minds of individuals or across a society (social cognition), which influence people's ecocultural identities (Milstein & Castro-Sotomayor, 2020) and how humans treat each other, other elements in physical environment. The worldviews are questioned from an ecological perspective with reference to an (ecosophy) ecological framework, and judged to encourage people to protect the ecosystems that life depends on, or encourage behavior which damages these ecosystems. Ecolinguistics attempts to make a practical difference in the world through resisting destructive worldviews and contributing to the search for beneficial new worldviews (Stibbe, 2021) which ecolinguists claim are destructive in relation to consumerism. Using “positive discourse analysis”, ecolinguistics has also searched for worldviews through exploring nature writing, poetry, environmental writing and traditional forms of language around the world (Stibbe, 2018). These worldviews include discourses, frames, metaphors and, in general, clusters of linguistic features that come together to convey a certain message. Halliday (2001: 103) warns that “There is a syndrome of grammatical features which conspire...to construe reality in a certain way; and it is a way that is no longer good for our health as a species”. Mühlhäusler (2003:91) similarly writes that ‘grammatical constructions have developed in the more recent past that might encourage language habits which have contributed to our present environmental crisis.’

Language is not just a tool for communication, but also a means of constructing and shaping our reality. The words we use to describe the natural world, and the ways in which we use them, can influence our attitudes towards the environment and our actions towards it.

## **2.2 Ecological Discourse Analysis (EDA)**

Critical Discourse Analysis (CDA) has been applied to the analysis of environmental discourses since the late 1990s. CDA aims to unveil power relationships and ideologies in society and takes as its starting point a social or political problem (Fairclough, 1995). Ecolinguists have extended this approach to deal with ecological problems.

Groups of humans (organized into cultures, societies, professions, industries and institutions) coordinate their practices and world-views using discourses which consist of clusters of linguistic features used by groups in speaking about the world, which come together to produce specific models of reality. These models or shaping devices enable humans to construct relationships with the real world and so it is these models, and the cluster of linguistic features which make them, that are a primary concern of ecolinguistics.

The Hallidayan approach to ecolinguistics starts at his publishing (1990) “New Ways of Meaning: The Challenge to Applied Linguistics” in which Halliday criticizes growthism and proposes that language has a significant effect in handling ecological issues. The Hallidayan approach proposes that the analysis of ecological perspectives is based on the grammatical system. Accordingly, he uses, for example, the conception of ‘uncountable nouns’ to refer to the natural resources like oil, wind, water, ... etc. and describes them as being ‘unlimited’. This might hint at the view of ‘linguistic relativity’; however, he assures the proposal that the human perception of the world is not confined to the humans’ language system, “but rather that it strongly influences what the members of a speech community attend to and thus has a habitualizing effect” (Alexander and Stibbe 2014; p. 105). Based on the Hallidayan approach, there is a remarkable development on the theories, methods and models of ecological discourse analysis; the most prominent of which is Stibbe’s (2015) which offers huge methodological resources for many discursive issues.

An ecological approach sees language as an integral part of the complex human behavior, which comprises patterns that are learned through interaction within a community of users (Garner, 2014). This form of analysis started with the application of critical discourse analysis to texts about environmentalism, in order to reveal hidden assumptions and messages and comment on the effectiveness of these assumptions in achieving environmental aims (e.g. Harré *et al.* 1999). It then developed to include analysis of any discourse which has potential consequences for the future of ecosystems, such as neoliberal economics, consumerism, lifestyle magazines, politics, or agribusiness (Alexander & Stibbe 2013).

EDA focuses on the levels of the lexicon and grammar such as the distinction into Agents, Participants, and Circumstances (Alexander 2009; Goatly 2001), also aspects such as, framing, metaphor, and rhetorics, or stories and narrative in all its forms (Harré *et al.* 1999; Mühlhäusler 2003; Stibbe 2015).

## **2.3 UNICEF, Sustainable Developmental Goals, and Ecolinguistics**

The United Nations Sustainable Development Goals (SDGs) and UNICEF are closely related, as UNICEF plays a significant role in achieving the SDGs. UNICEF is one of the many agencies and organizations working towards the implementation of the SDGs, which are a set of 17 global goals adopted by the United Nations in 2015 to achieve a more sustainable and equitable world by 2030 (known colloquially as Agenda 2030) (Schleicher, *et al.* 2018).

UNICEF's mandate is to protect and promote the rights of children, and many of the SDGs have a direct impact on the well-being and future of children. UNICEF works to ensure that children are not left behind in the pursuit of the SDGs, and that their rights, health, education, and protection are prioritized. For example, SDG 3 is to ensure healthy lives and promote well-being for all, and UNICEF works to provide essential healthcare services, immunizations, and nutrition programs to children around the world. SDG 4 is to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all, and UNICEF works to ensure that children have access to education and that education systems are inclusive and of high quality. UNICEF also works towards other SDGs, such as SDG 5 on gender equality, SDG 6 on clean water and sanitation,

SDG 10 on reducing inequalities, and SDG 16 on promoting peaceful and inclusive societies for sustainable development (Schleicher, et al, 2018).

In summary, UNICEF is a key partner in the global effort to achieve the SDGs, and its work is critical in ensuring that the rights and well-being of children are at the forefront of the sustainable development agenda.

Ecolinguistics and UNICEF are not directly related to each other; however, both ecolinguistics and UNICEF share a common goal of promoting environmental sustainability and protecting the well-being of individuals and communities. In this sense, they both contribute to the broader movement towards creating a more sustainable and just world. Moreover, UNICEF may employ ecolinguistic approaches in their communication strategies and advocacy efforts to raise awareness and promote action on environmental issues affecting children and their families. For instance, UNICEF may work with ecolinguists to develop language and communication strategies that encourage more sustainable practices, or to develop educational materials that help children and young people understand the connections between language, culture, and the environment.

### 3. METHODOLOGY

The current study adopts Stibbe's (2015) modal which tackles the language from an ecolinguistic perspective. This model consists of eight aspects of analysis: *ideology, identity, framing, metaphor (as a type of framing), conviction, evaluation, erasure, and salience*. The current study tackles EDA in the light of 'framing' worldviews. According to Stibbe (2015), framing is a technique to impose a worldview of one area of life to another. The analysis of framing involves examining the use of 'source frames' to construct the 'target domains'. What is required in the analysis is to locate the trigger words that are manipulated in the text to bring a particular frame in action in the humans' minds. It involves two steps of analysis: identification of trigger words to categorize various frames (this stage is regarded a 'data collection procedure' from the content analysis of the chosen text). The second stage is to arrange frames with the associated trigger words in an appropriate manner. The discussion requires the interpretation of the frames with reference to the ecological implication.

The data of this paper includes six selected texts from the UN report "NUTRITION IN EMERGENCIES Saving lives today, strengthening systems for tomorrow" (June, 2018) <file:///Users/mba/Desktop/Ecolinguistics/Nutrition-in-emergencies-Saving-Lives-Today-Strengthening-Systems-for-Tomorrow.pdf>. Each text is classified into three categories, namely, *think, talk, and act*. 'Think' (Framing) represents the author's intention, i.e., what is there in his mind which is then transferred into language represented by the category 'talk'. So, 'talk' (Language) refers to the real text extracted from the report. The third category 'act' (Impact on the World) reflects the impact of the 'talk/language' on the 'reader/world' and how they are affected by the talk and get moved. The results are presented and discussed under different framings derived from the 'think/act' categorization where the source frame and the target domain are identified.

#### 3.1 Text (1)

**Table (1) Data Analysis of Text (1)**

<b>Think</b> ↓ <b>Frame</b>	<b>Talk</b> ↓ <b>Language</b>	<b>Act</b> ↓ <b>Impact</b>
The world is facing an unprecedented number of humanitarian situations today.	Protracted conflicts, natural disasters and devastating food insecurity grip communities around the	Raising peoples' awareness about the humanitarian situations

	world, threatening lives and livelihoods.	
Women and children are in danger	women and children bear the greatest consequences.	Community organizations should take care of women and children.
There is a lethal cocktail of undernutrition	Humanitarian crises are often characterized by limited access to safe food and clean water as well as disruptions to basic health and nutrition services.	People organizations in charge should find a solution.
UNICEF safeguards children's lives	During humanitarian crises, UNICEF's foremost priorities are to prevent death from starvation and disease and to reduce malnutrition.	UNICEF is should seek the rights of children affected by humanitarian crisis
UNICEF is not working alone	UNICEF and its partners identify and treat children suffering from acute malnutrition.	People and other organizations are invited to provide help physically or by donating
The work of UNICEF is urgent	Malnutrition is deadly: a child suffering from severe acute malnutrition is nine times more likely to die than a well-nourished child.	There are dire consequences of malnutrition that people should take care of
Poor nutrition causes serious negative consequences	Poor diets also inflict devastating damage on the inside, stunting children's growth, impairing their brain development and leaving them susceptible to disease.	There must be healthy nutrition diets to be set up for malnourished people
Children's lives are important and have to be prior in developing sustainable program	UNICEF's nutrition programs aim to foster children's growth and development over the long term.	UNICEF's nutrition programs make sure that children not only survive but go on to live healthy and experience productive lives

### 3.2 Text (2)

**Table (2) Data Analysis of Text (2)**

<b>Think</b> ↓ <b>Frame</b>	<b>Talk</b> ↓ <b>Language</b>	<b>Act</b> ↓ <b>Impact</b>
She's tired	She's been walking for days.	The task before the human organizations is emergent and enormous: they have to offer
Continuous pain	Her body aches	
She's hungry	her stomach is empty	

She's homeless	she finally reaches the refugee camp	food, safe water and a clean place for the refugees. They have to provide healthy nutrition for mothers to help them breastfeed their babies.
Weak body, heavy burden, huge responsibility	With her baby slung low on her back	
She's unsafe, she's in danger	she searches for a safe place	
She's tired and her baby is hungry, too	to rest and feed him	
The place is messed up with wreck	The ground is littered with debris	
There are many people who suffer like this women	everywhere she looks there are people.	

### 3.3 Text (3)

**Table (3) Data Analysis of Text (3)**

<b>Think</b> ↓ <b>Frame</b>	<b>Talk</b> ↓ <b>Language</b>	<b>Act</b> ↓ <b>Impact</b>
Laying the groundwork for emergency response	UNICEF works to build the <u>foundations of good nutrition</u> – including access to nutritious foods during pregnancy and early childhood, access to basic services and a safe and healthy environment – to keep children strong and resilient in the face of disease.	Preventing malnutrition before it starts
	UNICEF helps governments plan for emergencies by <u>putting the right policies, program and strategies</u> in place ahead of time – and securing the human resources needed to scale up emergency response when needed.	Strengthening systems and strategies
	UNICEF supports countries in monitoring and collecting national data on malnutrition that can help them make critical decisions before, during and after a crisis.	Tracking nutrition information
	– UNICEF helps countries anticipate threats to good nutrition and develop risk-informed systems and program that are flexible and	Identifying and managing risks

	poised to adapt when emergency strikes.	
	Within countries, UNICEF is mandated as the lead agency for nutrition, heading emergency coordination efforts in more than 60 countries. UNICEF also leads the Global Nutrition Cluster — a body tasked with ensuring a timely, well-coordinated and effective response where the scale of emergency is so large that no single agency or national authority can address it alone.	Directing a coordinated response

**3.4 Text (4)**

**Table (4) Data Analysis of Text (4)**

<b>Think</b> ↓ <b>Frame</b>	<b>Talk</b> ↓ <b>Language</b>	<b>Act</b> ↓ <b>Impact</b>
Delivering urgent treatment and care in crisis	UNICEF works with governments to conduct rapid nutrition assessments to identify gaps and vulnerabilities and to coordinate a plan of action among multiple partners.	Providing leadership under pressure
	UNICEF provides vitamin supplementation and fortified foods to women and children – such as vitamin A, iodized salt and micronutrient powders – to prevent nutrient deficiencies and other forms of malnutrition. Supplementation boosts children’s immunity and can even save lives: for example, two-doses of vitamin A can reduce child mortality by 12- 24 percent.	Preventing hidden hunger with vitamins and essential nutrients



	UNICEF provides counselling to mothers and caregivers and establishes safe spaces for feeding children in times of crisis. In 2016, more than 6.3 million caregivers received such counselling with UNICEF support. Where infant formula is required, UNICEF provides monitoring and oversight to ensure it is distributed ethically.	Protecting and supporting breastfeeding
	UNICEF improves access to clean water and adequate sanitation during emergencies to prevent diarrhoeal diseases, which can deplete children's nutrient stores and leave them vulnerable to malnutrition.	Working to keep good nutrition inside the body
	When prevention fails, UNICEF delivers urgent, life-saving treatment and care for children suffering from severe acute malnutrition. In the past year alone, UNICEF treated 2.4 million children with severe acute malnutrition in humanitarian situations.	Managing life-saving treatment and care

**3.5 Text (5)**

**Table (5) Data Analysis of Text (5)**

<b>Think</b> ↓ <b>Frame</b>	<b>Talk</b> ↓ <b>Language</b>	<b>Act</b> ↓ <b>Impact</b>
Leading the way back from disaster	UNICEF tracks the nutrition situation during emergencies and advises countries on the way forward as they transition out of crisis and improve future disaster risk reduction efforts.	Monitoring and surveillance
	UNICEF supports countries in building and strengthening policies and systems to help communities anticipate,	Fostering resilience

	withstand, and bounce back from shocks and stressors.	
	As contexts shift, UNICEF helps countries adapt emergency nutrition program into effective long-term strategies. For example, UNICEF advocates for the treatment of severe acute malnutrition to be funded by domestic budgets and integrated into routine health services for children.	Advocating for change

### 3.6 Text (6)

**Table (6) Data Analysis of Text (6)**

<b>Think</b> ↓ <b>Frame</b>	<b>Talk</b> ↓ <b>Language</b>	<b>Act</b> ↓ <b>Impact</b>
An integrated chain of response. The involvement of all members of a team is required.	Gathering resources, mobilizing surge capacity and deploying staff to fill gaps and support humanitarian response.	Mobilizer
	Uniting partners, engaging with regional bodies and coordinating regional strategies.	Convenor
	Documenting best practices and lessons learned and ensuring new knowledge informs the emergency response in other countries in the region.	Knowledge broker
	Gathering evidence, developing norms and standards for emergency preparedness and response and coordinating a global technical advisory body to tackle new and emerging issues.	Technical expert
	Forging a clear pathway to results and ensuring the latest	Quality assurer

	technical guidance is implemented in times of crisis;	
	Equipping colleagues on the ground with the latest data, and monitoring and tracking the nutrition situation longer-term.	Data custodian

#### 4. RESULTS AND DISCUSSION

Many humanitarian situations are registered in different places of the world like pandemics, earthquakes, floods, wars, and other humanitarian issues like poverty. Any of these situations is issued as a problem, an environmental issue, a predicament, or a security threat and responses with solutions should be proposed differently according to each issue. ‘Nutrition in Emergencies’ UN Report (2018) and reports of the sort propose many guidelines and strengthening systems to ensure peoples’ safety and security. These guidelines and preparations evoke many framings to the minds of the humans as shown in the following sections.

##### 4.1 Framing (1) ‘Humanitarian Situations’

The framing that is activated in the reader’s mind in relation to text (1) is that of a ‘Breaking Point’ or ‘Humanitarian Situations’. The triggering words that generate this framing are ‘disasters, conflicts, devastating, insecurity, threatening lives, consequences, crises, disruptions, death, starvation, malnutrition, likely to die, damage, stunting, impairing, and susceptible to disease’. These words portray a threatening scene that tells us a vivid yet sad story about how many humanitarian situations are piling pressure on ecosystems, mainly human beings. The framing can be represented in Table (7) below.

**Table (7) Source Frame and Target Domain of Text (1)**

<b>Source Frame: An Environmental Issue</b>	<b>Target Domain: Humanitarian Situations</b>
Problem	The world is facing an unprecedented number of humanitarian situations today.
Solution	Raising peoples’ awareness about the humanitarian situations
Structure: when the solution is found the problem is mitigated	Entailment: if people’s awareness is raised, then they will participate in reducing the effect of the disaster.

##### 4.2 Framing (2) ‘Refugee Anguish’

The framing that is activated in the reader’s mind in relation to text (2) is that of a ‘Refugee Anguish’. The triggering words that generate this framing are ‘walking for days, aches, stomach is empty, refugee camp, slung low on her back, searches for a safe place, littered with debris’. It is a fact that good nutrition and shelter are the bedrock of human beings’ survival, health and development. This refugee is deprived of all these life basics and therefore she is suffering and this framing evokes others’ sympathy leading people to help such people by donating or any other means. See Table (8) below.

**Table (8) Source Frame and Target Domain of Text (2)**

<b>Source Frame: A Security Threat</b>	<b>Target Domain: Refugee Anguish</b>
Problem	A refugee mother in pain
Solution	Human organizations have to offer food, safe water and a clean place for the refugees. They have to provide healthy nutrition for mothers to help them breastfeed their babies.

Structure: when the solution is found the problem disappears	Entailment: If human organizations behave quickly in emergent cases, they will afford the required needs for the refugees.
--	--

**4.3 Framing (3) ‘Emergency Response’**

The framing that is activated in the reader’s mind in relation to text (3) is that of an ‘Emergency Response’. The triggering words that generate this framing are ‘foundations of good nutrition, putting the right policies, supports countries, anticipate threats, develop risk-informed systems’. This framing raises the role of UNICEF as an agency responsible for providing humanitarian help to children worldwide. It is accordingly a social welfare organization that provides the prevention of disease and immunizations for children and mothers to enhance childhood and maternal nutrition, and provide emergency relief in response to disasters. See Table (9) below.

**Table (9) Source Frame and Target Domain of Text (3)**

<b>Source Frame: Predicament</b>	<b>Target Domain: Emergency Response</b>
Predicament	There is an urgent need of groundwork for emergency response
Response	Laying the groundwork for emergency response
Structure: when the response is achieves the predicament is reduced	Entailment: Preventing malnutrition (as much as possible) before it starts

**4.4 Framing (4) ‘Disaster Relief’**

The framing that is activated in the reader’s mind in relation to text (4) is the role of UNICEF that of a ‘Disaster Relief’. The triggering words that generate this framing are ‘conduct rapid nutrition assessments, provides vitamin supplementation and fortified foods, provides counselling to mothers, establishes safe spaces, improves access to clean water’. This framing raises the role of UNICEF as a ‘Disaster Relief’ for providing humanitarian help to children worldwide. It is accordingly a social welfare organization that provides the prevention of disease and immunizations for children and mothers to enhance childhood and maternal nutrition, and provide emergency relief in response to disasters. See Table (10) below.

**Table (10) Source Frame and Target Domain of Text (4)**

<b>Source Frame: Predicament</b>	<b>Target Domain: Disaster Relief</b>
Predicament	There is an urgent need for treatment and care in crisis
Response	Delivering urgent treatment and care in crisis, i.e. disaster relief
Structure: the predicament is approximately avoided if the response is carried out in time	Entailment: Even if we set treatments, we will still need to deal with the consequences of crises

**4.5 Framing (5) ‘Rebuild and Recovery’**

The framing that is activated in the reader’s mind in relation to text (5) is the role of UNICEF that of ‘Rebuild and Recovery’. The triggering words that generate this framing are ‘tracks the nutrition situation, transition out of crisis, reduction efforts, communities anticipate,

bounce back from shocks and stressors, effective long-term strategies’. This framing raises the great role of UNICEF as to rebuild, help, and recover countries after crisis. See Table (11) below.

**Table (11) Source Frame and Target Domain of Text (5)**

<b>Source Frame: Problem</b>	<b>Target Domain: Rebuild and Recovery</b>
Problem	Beyond the disaster (disaster consequences)
Solution	Leading the Way Back after crisis
Structure: when the solution is found the problem diminished	Entailment: Adapting emergency nutrition programs into effective long-term strategies

#### **4.6 Framing (6) ‘Coordination and Integration’**

The framing that is activated in the reader’s mind in relation to text (6) is the role of UNICEF that of ‘Coordination and Integration’. The triggering words that generate this framing are ‘gathering resources, uniting partners, coordinating regional strategies, emergency response in other countries, coordinating a global technical advisory body, equipping colleagues,’. This framing raises the role of UNICEF as a coordinator and an integrator.

Countries in the depths of crisis cannot attend to all the emergency strategies alone. They need a chain of response from global to country level to guarantee that standards are translated into actions and results that uphold children’s rights. This coordination and integration is achieved by UNICEF. See Table (12) below.

**Table (12) Source Frame and Target Domain of Text (6)**

<b>Source Frame: Problem</b>	<b>Target domain: Coordination and Integration</b>
Problem	The need for an integrative chain of responses.
Solution	The involvement of all members of a team is required.
Structure: when all members of a team are involvement, there will be mission integration and the problem disappears	Entailment: When a Mobilizer, Convenor, Knowledge broker, Technical expert, Quality assurer, and Data custodian all work in tandem with each other, the result will be promising. (effort integration)

## **5. CONCLUSION**

Ecolinguistics is a fascinating and important field of investigation that examines the relationship between language and the environment. It has important implications for the humans’ understanding of environmental policy, and sustainable development where language shapes and is shaped by humans’ relationship with the world. According to the results of analysis of the six selected UNICEF Emergency Report (2018) texts, it can be concluded that framing is an important technique used by the discourse composer since it affects the reader’s attitude and addresses his/her feelings. The framings in this report, though flow in the same field of concern (that is emergencies in natural crises), yet are different from one another in a way that evokes the humans’ morals and ethics to support people suffering from crises and support such agencies in dealing with the consequences of these crises. There is a vivid frame changing from text (1) to text (6) where the UNICEF agency can be cognitively configured in different frames: Beginning by UNICEF as an Addresser to humanitarian situations and refugee anguish, Emergency Respondent, Disaster Reliever, Rebuilder and Recoverer, and ended up with Coordinator and an Integrator. These framings are triggered by different words and phrases in different contexts to give the ultimate

framing that UNICEF is a ‘Life Savior’ proving by that that language can be used to promote environmental awareness in addition to shaping environmental policy and decision-making.

This leads to the fact that UNICEF environmental reports are positive and beneficial since they are aligned with the ecological philosophy and ethical consideration to the lives and wellbeing of the human beings. Accordingly, ecolinguists have much to contribute to the sustainability of the world, which ultimately requires a respect for the entire ecological community.

## REFERENCES

1. Alexander R.J. (2009) *Framing Discourse on the Environment. A Critical Discourse Approach*. London: Routledge
2. Alexander, Richard and Arran Stibbe (2013) From the analysis of ecological discourse to the ecological analysis of discourse. *Language Sciences* 41: A: 104–110
3. Cook, G. (2015). ‘A pig is a person’ or ‘You can love a fox and hunt it’: Innovation and tradition in the discursive representation of animals. *Discourse & Society* 26(5), 587–607.
4. Fairclough, N. (1995) *Critical Discourse Analysis*. London: Longman.
5. García, O., & Wu, S. (2014). *Translanguaging: Language, Bilingualism, and Education*. New York, NY: Palgrave Macmillan.
6. Garner, M. (2014). Language rules and language ecology. *Language Sciences* 41. 111–121.
7. Goatly, A. (2001) Green grammar and grammatical metaphor, or language and myth of power, or metaphors we die by. In Alwin Fill and Peter Mühlhäusler (eds) *The ecolinguistics reader*. London: Continuum 203-225
8. Halliday, M.A.K. (2000) *An Introduction to Functional Grammar*. Foreign Language Teaching and Research Press, Beijing.
9. Halliday, M. (2001) New ways of meaning: the challenge to applied linguistics. In Alwin Fill and Peter Mühlhäusler (eds) *The ecolinguistics reader*. London: Continuum 175-202
10. [Harré, Rom](#); Brockmeier, Jens and Peter Mühlhäusler (1999) *Greenspeak: a Study of Environmental Discourse*. London: Sage.
11. Hornberger, N. H., & King, K. A. (2013). *Encyclopedia of Language and Education* (2nd ed.). New York, NY: Springer.
12. Lopez-Morillas, J. (2016). *Ecolinguistics: Toward a New Paradigm for the Study of Language and Nature*. Berlin, Germany: De Gruyter Mouton.
13. Milstein, T. & Castro-Sotomayor, J. (2020). *Routledge Handbook of Ecocultural Identity*. London, UK: Routledge.
14. Mühlhäusler, P. (2003) *Language of environment, environment of language: a course in ecolinguistics*. London: Battlebridge
15. Poole, R. (2018) *Ecolinguistics, GIS, and Corpus Linguistics for the Analysis of the Rosemont Copper Mine Debate, Environmental Communication*, 12:4, 525 540.
16. Schleicher, Judith; Schaafsma, Marije; Vira, Bhaskar (2018). “Will the Sustainable Development Goals address the Links between poverty and the natural environment?”. *Current Opinion in Environmental Sustainability*. **34**: 43–47.
17. Stibbe, A. (2015) *Ecolinguistics: language, ecology and the stories we live by (first edition)*. London: Routledge
18. .... (2018) *Positive discourse analysis: re-thinking human ecological relationships*. In: A. Fill and H. Penz, eds. *The Routledge Handbook of Ecolinguistics*. London: Routledge.

19. .... (2021) *Ecolinguistics: language, ecology and the stories we live by (second edition)*. London: Routledge.