

CLIMATE CHANGE, ENVIRONMENT AND PROMOTIONAL DISCOURSE

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The human side of climate change, Bergen 17.10.15

Structure

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- Background
- Research question
- Corpus
- Findings
- Summary

Title

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Climate and environment in promotional discourse. A study of linguistic devices.

Background

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- Subjectivity
- What is not said
- Creative language
- Adaptation
- Greenwashing

Research questions

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- How is the debate about climate change and protection of the environment reflected in promotional discourse?
- What kind of *linguistic devices* are characteristic in these kind of texts?

Corpus

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- 201 French advertisements
- Google Images, Paris, magazines, posters
- Contain words associated with climate change or protection of the environment
- Examples: CO₂, *The Kyoto Protocol*, *green*, *nature*

“Objective 0% CO2, or almost.”

SNCF

Source: <http://www.breve2com.com/wordpress/wp-content/uploads/2009/10/breve309061.jpg>

*“ This corn is **green** ”*

Bonduelle

Source: Journal : Courrier international. 16 au 22 octobre 2014. No 1250, p. 51.

Findings

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- **Collectivism: you're not alone**
 - *we (on, nous)*
 - *our (notre, nos)*
 - *together (ensemble)*
 - Imperative, first person plural
 - ***“let us protect our planet” (protégeons notre planète)***

“ Together for less CO₂ ”

Electrabel

Source: <http://think.bbdo.be/fr/electrabel-ensemble-pour-moins-de-co2/>

*“ Be responsible/Take responsibility. **Let us protect our planet.**”*

The Body Shop

Source: <http://www.planete-eolienne.fr/tendances.html>

Findings

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- ▣ **Focus on a promising future**
 - ▣ *Tomorrow (demain)*
 - ▣ *Future (avenir, futur)*
 - ▣ *Today (aujourd'hui)*
 - ▣ *Future generations (génération futures)*

- ▣ **Greenpeace France: apocalyptic predictions**
 - Fear of the future

*“Take action for **future generations**”*

Carrefour

Source: <http://www.terraeco.net/Le-developpement-durable-version,1206.html>

“Our energies have a **future**. A **future** without
CO₂”

Areva

Amelioratives and pejoratives

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Promotional discourse

- **Limited emissions**
(Émissions limitées)

- A future **without CO₂**
(Un avenir sans CO₂)

Greenpeace

- **Catastrophic** consequences
(des conséquences catastrophiques)

- The politicians let this **massacre** continue.
(les politiques laissent perdurer ce massacre)

“Available with limited emissions ”

Audi A4 ultra

Source: Le Figaro magazine, 26-27.09.14. Supplément FIGARO, No 21815 et 21816 des 26 et 27 septembre 2014, p. 1-2.

Observations

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□ Occurrences:

- *environment, environmental* (76)
- *climate, climatic* (8)

« [...] La Poste s'engage au quotidien à respecter **l'environnement**. Et quand La Poste agit contre le **changement climatique**, c'est pour que son action se ressente près de chez vous comme à l'autre bout du monde. Question environnement, La Poste, ça compte! LA POSTE... ET LA CONFIANCE GRANDIT. »

La Poste

*“... to unite the pleasure of driving and **protection of the environment.**”*

“... concilier plaisir de conduire et protection de l’environnement.”

Source: <http://saabactu.blogspot.no/2010/11/la-chose-et-saab-quelques-pub.html>

Summary

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- Subjectivity
- Commercial interest

- Collectivism
- Promising future
- A positive language
- Focus on your personal environment

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Thank you!