

Pakistani Print Media's Depiction of Natural Disasters Relative to NDMA Reports: An Eco-Critical Analysis

Gul E Raana Qureshi ¹ Maimoona Abdulaziz ²



Abstract: *The study attempts to examine the way Pakistani news media cover natural disasters with reference to Natural Disaster Management Authority (NDMA) annual environmental reports from eco-critical standpoint. The major commendation the existing study holds is the inclusion of NDMA annual environmental reports and relevance of the issue as Pakistan is susceptible to natural disasters and news agencies are compelled to cover the recurring disasters. The existing study is a mixed-method research, used non-probability judgmental sampling technique incorporating frequently occurring natural disasters like earthquake, flooding, and land sliding. The data used in the study consists of 96 news items of top-tier newspapers of Pakistan counting The Nation, Dawn, and The News and 33 NDMA news items logically consistent with the nominated newspapers from the year 2018–2021 correspondingly. The research adopted the of Eco-critical Discourse Analysis model proposed by Arran Stubbe, (2015). Moreover, in order to detect the presence and frequency of substantial linguistic features, the study employed Antconc and USAS Semantic tagger. The results of the research accentuate the detrimental facets of news discourse and recommend ways to renovate the news discourse as encouraging and optimistic.*

Key Words: Eco-critical Discourse Analysis, Natural Disasters, Pakistani Press Reportage, NDMA Environmental Reports, Negative Linguistic Features, Destructive Reporting

Introduction

Ecolinguistics came to the fore in the 1990s as an extended paradigm of linguistic inquiry. Broadening the scope of sociolinguistics outdistances the social perspective of language and rises to the extensive ecological setting, counting varied forms of life. In one respect, the domain of ecolinguistics is pertinent to one of the grave issues of the present times, i.e. environmental degradation; on the other part, it occupies a spot in linguistics. “Ecolinguistics analyses language to reveal the stories we live by judges those stories from an ecological perspective, resists damaging stories, and contributes to the search for new stories to live by” (Stubbe, 2015). Ecolinguistics divulges the narratives that describe asymmetrical world and casts about encouraging language patterns that aim to craft eco-friendly environment.

The International Ecolinguistics Association 2018 pronounces that:

The field of ecolinguistics underlines the substantial role of language in defining the vital relation of humans not only with the broader environment but with many other species that are part of varied environments. Primarily, the field attempts to develop theories that don't see humans in isolation but as a part of larger networks. Furthermore, it showcases the role of linguistics in dealing with environmental concerns incorporating ecological collapse and loss of biodiversity.

Likewise, Abram (1996) states that people got isolated from the natural world because of writing in such a way that their intrinsic bond with nature has been worn out and swapped by their autonomous and

¹ PhD Scholar, Department of English, Riphah International University, Faisalabad Campus, Punjab, Pakistan.

✉ guleraanaadnan@gmail.com

² Assistant Professor/Head of English Department, National University of Modern Languages, Faisalabad Campus, Punjab, Pakistan. ✉ maimoona.aziz@numl.edu.pk

• **Corresponding Author:** Gul-e-Raana Qureshi (✉ guleraanaadnan@gmail.com)

• **To Cite:** Qureshi, G. E. R., & Abdulaziz, M. (2025). Pakistani Print Media's Depiction of Natural Disasters Relative to NDMA Reports: An Eco-Critical Analysis. *QJantic Journal of Social Sciences and Humanities*, 6(1), 209–218. <https://doi.org/10.55737/qjssh.vi-i.25316>



self-governed system of linguistic signs. The field of ecolinguistics is flashed out of Halliday's (1990) influential paper "New Ways of Meaning: The challenge to Applied Linguistics: as a sub-discipline of applied linguistics. Halliday accentuates that reality can't only be replicated unreceptively by language; rather, it's a language that constructs reality.

News media has the capacity to play a quantum role in the last few years; it impacts peoples' thoughts and increases wakefulness on certain issues, including natural disasters. However, Pakistani news media has been decried many times on account of its sensationalized ways of reporting disastrous events, yet the substantial role of news media can't be undervalued. News media is dynamic enough to change the readers' frame of mind, but every now and again, it brings about a sensational style of conveying news that fuels distress, anxiety and turmoil that may lead to even higher losses. The persistent usage of emotional triggers in news media reportage and NDMA annual reports brings in anxiety or raises readers' spirits positively. While reporting disasters, Pakistani news media agencies recount numerous narratives and portray the self-identities and identities of others who are by some means involved in the news discourse. The majority of the linguistic features used by Pakistani news agencies tend to make the news discourse disparaging in some such way. The main purpose of ecolinguistics is to promote eco-friendly discourses and renounce destructive ones.

The main job of ecolinguistics is to underscore the significance of language in raising ecological awareness, and finding environmentally supportive narratives.

Background of the Study

Language can be analyzed using a number of approaches, beginning with critical discourse analysis and drawn-out theory of metaphor (Lakoff & Johnson, 1980; Muller, 2008), identity theory (Benwell & Stokoe, 2006), and framing theory (Lakoff & Wehling, 2012) to unearth the hidden agendas of discourse producers. There are quite a few pre-existing narratives that draw breath far and wide, referring to core beliefs and insights about the world and one's self. The aim of the ecological framework is to challenge such narratives in the light of ecosophical concerns where human beings are considered the most significant contributors and other forms of life are almost unheeded. Emotional triggers, deceitful self and national identities in news media reports using destructive linguistic patterns lead to environmental crises. By defying destructive stories and emphasizing the constructive stance of language, ecolinguistics paves its way as one of the compelling domains in the world of linguistics.

The era we live in is a time of not only social and economic decoding but also ecological release. It is believed that such dilemmas lie in the narratives we have been re-counting for a great while.

Grounded on a similar premise as a critical approach, eco-linguistics falls back on positive discourse analysis (PDA) Martin & Rose, (2003) which aims to encourage a kind of discourse that can value the emotions of intended readers. In this regard, Pakistani news media play a vital role in making people informed and allowing them perceive the disasters in a certain way.

Print media has a bulging and conventional role in information dissemination and natural disasters have been a part of media debate since the origin of newspapers (Scanlon, 2007).

The ecological analysis aims to underline the hidden assumptions certain discourses bring in and the extent to which they are exquisite in reaching their environmental aims (Harré et al., 1999). It primarily analyses the discourses that can possibly be beneficial for the network, including environmental reports, news media reports, fashion magazines, etc. Even though there is no overt discussion about environmental concerns, their discourses do impact the domain.

Arran Stibbe's eight stories, incorporating ideology, framing, metaphor, evaluation, identity, conviction, salience and erasure, were introduced in his book *Ecolinguistics Language, Ecology and the Stories We Live By* (Stibbe, 2015). The narratives strongly unearth the ways in which humans interact with and treat the natural world. Ecolinguistics urges humans to ruminate conscientiously about our interrelation with the environs and create a different world altogether.

Conforming to Stibbe's, (2015), ecolinguistics attempts to explore the pre-existing shared narratives that underprop imbalanced and untenable societies, certain perceptive models that impact human behavior and the ecological hitches we are facing.

These stories we-live-by are mental structures which direct people to talk, think and act in a particular way (Stibbe, 2015). With the advent of ecological studies, critical analysis of environmental discourse went deeper. It critically examines the way language outlines ecological concerns and backs environmental sustainability or perhaps destruction.

Muhlhausler (2003) strengthened the idea of developing a connection between linguistic miscellany and biotic range. Taking both facets of ecolinguistics into consideration, it can be thought that language and linguistic diversity are built into the ecosystem and biodiversity of a region. The present research analyzes the news reportage against NDMA yearly conservational reports from an ecological perspective.

Statement of the Problem

Natural disasters are commonly reported on sensational grounds in Pakistani news media reportage. The extensive use of emotional triggers by news media agencies makes reporting discourse threatening to the target audiences. Backing out the core intention of reporting, Pakistani news agencies use exaggerated words which are destructive in nature and influence readers quite depressingly. This sort of reporting creates anxiety, depression and panic among people, and instead of giving due attention to the environmental issues as a whole, they start focusing solely on the disastrous events and the damage they cause in the interim with almost thorough heedlessness of long-drawn conservational loss. Aside from the sentimentally bound words, news agencies portray certain discourse entities as significant or insignificant on purpose. Disregarding the non-human forms of life in news media reportage makes it a little more alarming. Being part of a larger ecosystem, flora and fauna deserve a consistent share of prominence by the news media agencies, which isn't given to them.

Research Questions

The existing study addresses the following research questions

1. What metaphorical expressions and emotional triggers are employed in the press coverage and NDMA annual reports to represent natural disasters in Pakistan?
2. What discourse entities are portrayed as salient or inconsequential?
3. What steps can be taken to replace destructive accounts with constructive narratives?

Research Objectives

The study intends to

1. Find the types of emotional triggers used in press coverage and NDMA annual reports
2. Identify the noticeable and insignificant discourse entities in news media reportage
3. Suggest ways to replace destructive narratives with constructive ones

Significance of the Study

Pakistan is predisposed to natural disasters, and it is inescapable for Pakistani news media agencies to avoid reporting natural disasters. Hence, there is a pressing need to uphold eco-friendly narratives using constructive words. Moreover, it is equally substantial to deprecate ecologically manipulative thoughts to make people take environmental concerns seriously. The significance and novelty of the existing study lie in the fact that it employs NDMA annual environmental reports as reference material, unearths destructive trigger words in news media reportage, strives to redefine news discourse and brings in ecologically constructive ways to report natural disasters. In addition, it attempts to accentuate the need to delineate non-human forms of life in news reports as equally salient contenders of the larger ecosystem.

Literature Review

The novel field of ecolinguistics has broadly been allied to Einar Haugen. Putting on the ecology metaphor to language nearly half a century before, he outlined language ecology as "the study of the interactions between any given language and its environment" (Haugen, 1972: 325). Haugen tailored the concept of ecology and language together and was well-regarded as the forerunner of the field.



Fill, (1993) disseminated a wider view of the field of ecolinguistics that studies the interconnection between languages in their natural setting and also the function of language with reference to the connotations between groups.

Muhlhausler (2003) associated the language with the metaphorical use of ecology in connection with eco-critical outlook, giving an overview of the linguistic devices that can be used to examine ecological discourses; these devices include lexicon, grammar, metaphor, and narratives. The latest expansions in ecolinguistics encourage a more incorporated view of hypothesizing ecolinguistics yet also replicate more variation.

Trampe (1990) heads toward the field from a language world system and holds that the standard of human ecology should be supplemented by an ecolinguistic paradigm. Ecolinguistics ought to support incapacitating enduring environmental predicaments.

The chronological progression in the field of ecolinguistics is classified into four subsequent approaches defined by Steffensen and Fill (2014). (1) a *symbolic ecology* that reads up on the co-existence of languages in a given area; (2) a *natural ecology* that inspects how language communicates to the biological and eco-systemic backgrounds (topography, climate, fauna, flora, etc.); (3) a *socio-cultural ecology* that “considers how language relates to the social and cultural forces that outline the circumstances of speakers and speech communities”; and (4) a *cognitive ecology* that “reconnoitres how language is aided by the subtleties between biological organisms and their environment”.

The intent of ecolinguistics is to inspect the environmental discourses using ecosophical lens to either respect or disapprove the texts under investigation. Chen, (2016) touches upon the thought of ecosophy to encourage ecological coordination and symmetry.

Stibbe (2015) is of the view that the intent of ecolinguistics is to examine the discourse in relation to ecosophy and replace the damaging narratives with the productive ones.

As stated by Stibbe (2015) ecolinguistics investigates language, reassess it respecting ecological stance and pitches in to ascertain new stories that we live by. It is Pakistani mass media that plays with the words to sensationalize news items and resultantly builds up destructive discourse that causes fear and anxiety among target audiences.

Nash and Mühlhäusler (2014: 8) assert that the challenge within EDA is to ‘create functional interconnections between philosophical and empirical approaches to ecolinguistics and to apply such an integrated approach to practical problems faced by users of language’.

The mass media always forms and conveys the experience of the world in commanding wa (Prima, 2014) divulging the negative influence of language, veiled philosophies and sentience regarding agreeable discourse.

As with many other discourse practices, the media, through narratives and language predilections, has the adequacy to validate human dominance over nature and, thus, anthropocentrism. (Stibbe, 2015)

Peoples (2015) designates media as a communal rehearsal in which language and signs are situated instinctively to speak of the environment in the natural realm.

As elucidated by Halliday, (2001) language has lexical and grammatical makings that replicate and strengthen ecological inequality.

Stibbe (2015) considers discourse as having capacity to either initiate subjects of nature fortification and conservation, or accelerate damage and ultimate obliteration of the biophysical ambiances.

The media recounts natural disasters and policy action on conservation and nonetheless disseminates capitalist beliefs. On this wise, media impacts the general perception of the public by outlining certainty to mirror fictional or possible worlds. (Fairclough, 2003)

Singer (as cited in Stibbe 2015, page 149) hypothesizes that the “English language, like other languages, echoes the predispositions of its users”. In this regard, it is recognized that the discrepancy between animals and people gives room for ‘specieism’, which is an out-group cognition that categorizes and, in

due course, detaches the human environment from the non-human environment.

The role of news media agencies is substantial in making nation banded together during sensitive times. Aside from resource management, news media agencies need to emphasize on panic management too instead of embellishing the news items. Pakistani news media strengthen state of panic, anxiety and chaos using destructive language and emotional triggers that may lead to greater destruction.

In today's world, mass media plays a decisive role in disaster reduction efforts due to its power to contour public attitudes, which can, in turn, impact legislative actions. (Levine, 1982)

Research Methodology

The study adopted mixed-method design and strives to examine Pakistani news media reportage against NDMA yearly environmental reports from ecological perspective. The study includes 96 news items covering three natural disasters: earthquake, flood, and landslide from three top-tier newspapers The Nation, Dawn, and The News and 33 National Disaster Management Authority (NDMA) ecological news items. The selected events take in 11 earthquake, 67 flood and 18 landslides news items as they occurred from the year 2018 to 2021 counting 33 environmental news items published by NDMA. In order to analyze data, Antconc (version 3.5.9) and USAS Semantic tagger (free web tagger) are used to determine the most frequent words and semantic categories in the news reports. The data have been collected from overtly reachable newspapers and the NDMA websites listed below.

- ▶ Dawn: "<https://www.dawn.com/>"
- ▶ The Nation: "<https://www.nation.com.pk/>"
- ▶ The News: "<https://www.thenews.com.pk/>"
- ▶ NDMA: "<https://www.ndma.gov.pk/>"

Subsequently, the selected discourses have been analyzed from eco-critical perspective.

Theoretical Framework

The existing study applied Arran Stibbe's framework which intends to analyze varied discourses eco-critically as proposed in his book *Language, Ecology and the Stories We Live By* (2015). The analysis has been run upon three types of stories including metaphors, salience, and erasure as means to procure reflective perception of the language used in Pakistani news media discourse.

Table 1

Research framework based on Ecolinguistics: Language, ecology and the stories we live by, by A. Stibbe

Metaphor	A type of framing where the source frame is from a concretely imaginable area of life that is distinctly different from the target domain.	Trigger words that bring the source frame to mind
Erasure	A story in people's minds that something is unimportant or unworthy of consideration	Erasure patterns, i.e., patterns of language which erase or background something in texts
Salience	A story that something is important or worthy of consideration	Salience patterns, i.e., patterns of language which foreground an area of life

Destructive Discourses

The mounting reputation of language in relation to environmental upkeep has backed the advent of the novel field of ecolinguistics. In the opinion of Arran Stibbe (2015), an ecolinguistic analysis of language reveals the destructive outlook of language. In Pakistani news media reports, the major focus is attributed to the events at the time of occurrence, which use language that leaves the intended audiences in shock. The majority of the words used by Pakistani news media agencies are negative. The negative words cause fear and anxiety and intensify the upshots of the events even more, and resultantly, the news media discourse becomes destructive. News media agencies aren't concerned much about the anthropogenic extent of the disaster. In addition, the entities which make the large ecosystem stable aren't only humans; non-human forms of life are equally substantial; however, they are still mistreated in news media reportage. Destructive discourses don't give any careful thought to environmental crises forthrightly; in addition, the prejudiced and subjective treatment towards all the entrants of the ecosystem makes the



news media discourse destructive. It is one of the foremost responsibilities of news media agencies to convey information in an operative manner that can contribute to extenuating disasters; another obligation of media is to build dependable and easy news items for the public.

Analysis and Discussion

The selected news items have been analyzed using Stibbe's ecological framework, Antconc (version 3.5.9) and USAS semantic tagger (free web tagger) as a way to discern the answers to the framed questions of the present study.

1. What metaphors and emotional triggers are employed in the press coverage and NDMA yearly reports to portray the natural catastrophes in Pakistan?

Natural catastrophes are considered as hard and punishing and words which are used to represent them match up with the damage they bring in. People regard the natural hazards through the way they are epitomized with the help of the words used by news media agencies. Public responses to natural disasters quite a few times correspond to the way they are reported by the news media agencies. Metaphorical expressions and emotional triggers help people apprehend the constructed thought in a certain way, where association between two different domains develops to achieve an anticipated effect.

An indirect linguistic means of expression, metaphorical thinking can be used "to transfer meaning from one level of reality to another or to convey the known to the unknown" (Cevizci, 2009).

Used to conceptualize problematic situations (Goldstein, 2005) or to unearth the characteristics of a complicated case or situation (Oxford et al., 1998), metaphors facilitate learning of new knowledge since they are each a way of thinking and perception (Morgan, 1998).

Metaphorical Expressions Used in News Media Reportage

Pakistani news media agencies use metaphorical expressions quite extensively to frame their thoughts in a particular manner; the expressions used in the reports heighten the clout of a disaster. Metaphorical expressions are deliberate choices that frame the underlying ideologies. The following examples have been taken from news media reportage, which can be regarded as a mental apparatus that connects different areas of life to make it comprehensible for the target audiences.

In the landslide news report published in 'The News.'

1. Life was crippled in Balochistan, and torrential rainfall in different areas of the province, particularly Chagai district, on Saturday.

The word crippled in the sentence above doesn't signify realistic immovability but a state of weakness, liability, and incapacity to answer back dynamically during natural disasters. The expression indicates the strength of an event, which became the root of powerlessness and destabilizes several areas of the country. Moreover, the expressions used also refer to the concerned departments and authorities who failed to offer their services in the hour of need and resultantly undermine the state.

Another metaphorical stance is seen in 'Dawn' saying:

1. The authorities must act on a war footing to rehabilitate those affected by this disaster.

The word specifies that in the midst of natural disasters, the country feels like in a state of war that calls for immediate response to regularize the situation.

The calamitous condition is equated with war on the basis of the idea of 'fight' that ties the source and the target domain. Besides, the effect of metaphoric expression is exceptionally huge on the minds of the intended audiences and causes fear and fretfulness.

In 2021, in the earthquake press reportage of 'The News', another metaphorical expression is stated:

1. A lack of mobile coverage in many parts of Baluchistan in the 21st century is anachronistic; it hampers rescue efforts as well.

The word 'anachronistic' is figuratively used to depict lack of cellular connectivity. The comparison is drawn to represent that even in 21st century almost the whole province of the country is underprivileged and doesn't even have elementary amenities.

Apart from metaphorical expressions, trigger words are words that stimulate an emotional reaction in the target audience. They are used by the text producers to make audiences feel in a certain way, depending on how news agencies want them to feel. News agencies convey their concealed philosophies by framing their thoughts using specific words. All three selected newspapers of Pakistan tend to use emotional triggers to create an apprehensive and intimidating impact on the minds of the intended audiences. However, in NDMA environmental news reports, nearly all the words are constructive and encouraging.

Table 2

Emotional Extents Exhibited by the Trigger Words

Emotional Extents	News Items %age	NDMA %age
Fear/Panic	40%	6%
Trust/Hope	16%	82%
Anger/Frustration	16%	0%
Helplessness/Vulnerability	12%	2%
Passion/Urgency	9%	11%
Grief	6%	0%

Findings

The emotional triggers employed by the news agencies are mainly associated with fear and panic, anger and frustration, trust and hope, helplessness and vulnerability exhibiting 40%, 16%, 16%, and 12% of the total. On the other hand, the most tenacious emotional triggers of NDMA are trust and hope with 82% of the total, and passion and urgency is the second maximum with 11%. Additionally; no trigger words are used to stimulate anger, frustration and sadness in NDMA environmental reports.

Discussion on Findings

The gravity of the situation can be assumed with the help of such metaphorical expressions. Readers relate the novel ideas with their pre-existing concepts to get to know about the whole scenario more clearly. On one hand; metaphorical expressions make news agencies achieve their desired outcomes, on the other hand; readers previous knowledge aid them understand the power of the target domain.

The employed triggers stir the cognitive processes of the targeted readers and make them understand the intensity of the situation clearly. In contrast, the words used in NDMA reports are marginally positive and transmitting hope and strength. Trust and hope show the uppermost percentage in NDMA reports, therefore affirming them as productive discourse carriers. However; the words used in press reportage source nervousness, fright and distress among public and are making the news discourse disparaging and negative.

Table 3

Negative and Positive Triggers used in News Media Reportage and NDMA Reports

News Media Reportage Negative Triggers	NDMA Environmental Reports Positive Triggers
Outburst, stuck, destruction, abnormal, explosion, snail' s pace, power outages, electric shock, sufferings, regrets, suspended, ill-maintained, life-threatening, negligence, failed, complete destruction, collapsed, narrow, complaints, delay, worst etc.	Monitored, activated, relief, coordination, provision, rescue, provided, established, shared, developments, key instructions, timely response, arrangements, aid, getting better, normal, under control, inspect etc.

Findings

The above table shows lexical instances from news media reportage and NDMA environmental reports. Most of the words used by news media agencies carry negative connotations; depict disappointment, fear, chaos, and anxiety. However; in NDMA environmental reports positive triggers are used, constructive role of different departments is underlined using positive words. Emergency situations are reported using encouraging lexical items.



Discussion on Findings

The findings illustrate that Pakistani news media agencies magnify the destruction to heighten the impact and sensationalize the news items. Pakistani news media agencies use sensational style in reporting to gain readership because it is believed that people are more receptive to sensational news than factual reporting. From an ecological lens, the coverage of natural hazards demands much more than the passing impacts of disastrous events. The hazards have not been discussed in the light of ecological scenario in the long run. No in-depth reflection is set aside for environmental concerns that resultantly mark the news discourse as destructive. On the other hand, NDMA environmental reports employ constructive words, influence the readers positively, and make them understand the human role in weakening the psychological distress among the public. Being the most substantial part of the ecosystem, it is dispensable to guard the psychological well-being of the public.

1. What discourse entities are portrayed as salient or inconsequential?

Language has the quality to provide references for people, objects, and thoughts in every part of a discourse to construct discourse entities. In order to analyze the discourse aptly, it is necessary to know about the discourse entities. When it comes to ecosystems, they always work in symmetry; human life and non-human forms of life uniformly contribute to the larger system. There are varied discourse entities that correspond together to stabilize the environment as a whole and make the discourse constructive and defensible. Discourse producers foreground many discourse entities to convey their hidden agendas, and quite a few have been thoroughly deserted despite being substantial. Saliency is one of the eight stories proposed by Arran Stibbe that illustrates that an area of life is imperative and important to consider.

The story is saliency, where stories in mind represent something prominently, as important and worthy of consideration. Ecolinguistics itself can be considered an attempt to increase the saliency of the more-than-human world within mainstream linguistics, which tends to focus on the role of language in human interaction without considering the larger ecological context Machin & Mayr, (2012, p. 5)

Stibbe (2015) on the contrary, there is another kind of story called erasure that is an on purpose elimination of certain entities. In news media reportage as well as in NDMA environmental reports, flora and fauna are downplayed by the text producers. Ecolinguistics asserts that in order to create a stable environment, sense of balance is requisite between all forms of life which are the part of ecosystem. Deliberate deletion of non-human forms of life makes the news discourse destructive.

Occasionally, the nonappearances in a text are as imperative as the thoughts and conventions that are actually present. Erasure is where stories in people's minds treat something as inconsequential, peripheral, unrelated or minor. The story demonstrates itself linguistically when something that is present in reality is methodically bottled up, back-grounded or erased from language. (Stibbe, 2015)

Table 4

Demonstration of Salient and Inconsequential Discourse Entities in News Media Reportage

Most Salient Entities	Frequency	References Used
1. Common People	77 times	They, there, them and who
2. Chief Minister Sindh	42 times	He, his, him, I, we, us
3. K-Electric	21 times	It

Findings

The table above depicts that the most significant and frequent discourse entity is 'people' that is mentioned 77 times, the second frequent entity is 'chief minister Sindh' who is mentioned 42 times with varied referential expressions including he, his, him, I, we and us as inclusive. And the third frequent entity is K-Electric that is stated 21 times in the selected news discourse.

Discussion on Findings

It has been observed that human entities are the most noticeable and frequent discourse entities in the news discourse. News media have the power to affect the people who are media-reliant. The heightened role of media has impacted social, economic and political life. What one reflects and sees is based on the way events are reported by the news agencies. States have often been persuaded to use the media as an

advertising tool for political and military drives. Correspondingly, Pakistani news media houses foreground certain political figures and focus on their policies and efforts. Furthermore, news media agencies play their part in making the public believe that non-human sufferers in natural disasters aren't substantial enough to be part of news media reportage. Ecology holds not only human entities but moves up to biological diversity, including plants, animals and other living species. Consequently, it is essential for the ecological discourses to encompass all the contenders which are part of ecology, including animals, trees, etc. As Arran Stibbe believes, that eraser in discourse comes about in discourse when there is an important area of life considered insignificant and contemptible, and in NDMA environmental reports and news media reportage, except human entities, other forms of life scarcely converse.

1. What steps can be taken to replace destructive accounts with constructive narratives?

The public relies on news media reporting to a greater extent, and the way Pakistani news media reports natural disasters impacts the public deleteriously for quite a few reasons. It has been observed that the news media's prime focus is to accentuate their own secreted philosophies using particular emotional words, metaphorical expressions and frequent representation of specified discourse entities. Firstly, the dramatized way of reporting natural hazards contributes to making the news discourse destructive as it causes fear, anxiety and panic among the public. Secondly, maltreating non-human forms of life in news discourse is another significant feature to consider destructive. Disregarding other forms of life connotes discounting the environment as a whole; it's the responsibility of news media houses to cover the losses of life methodically, whether they are human or non-human.

Substituting destructive discourses with constructive linguistic patterns is important to create awareness respecting ecological concerns and environmental symmetry. News media agencies ought to make people realize that all forms of life are uniformly essential for conservational drives. Eco-friendly news media reportage will surely serve the purpose. Introducing all the bio-diverse forms on equal terms is indispensable to making news media discourse constructive. The initiative can be taken by the news agencies to make people start thinking about natural hazards not only as destructive events but also what environmental damages they cause. News media agencies ought to report events in order to encourage the public to protect ecosystems instead of sensationalizing news items and creating distress and fear. By including other forms of life in reporting, they can create consciousness and public cognizance about environmental homogeneity. Providing new stories to engage people to appreciate the inherent ethics of nature and life is one of the foremost onuses of news media agencies, and that is thinkable through the fitting use of language while reporting disasters. Using positive language in disaster reporting is a way to encourage people to perceive disasters in a different frame, a perspective that doesn't see the event as a source of causing trouble to humans only, but to animals, plants and the environment as a whole. News agencies ought to focus on the stories that highlight natural entities.

As an authoritative circuit of social meaning, recurrent coverage of media stories about the inherent values of nature to humanity would be both agreeable and edifying. Such stories would interlace enormous environmental insinuations if eco-friendly words and metaphors are used. The press is prodigious power and it can do fine and also damage, if precisely reported, it can direct and instruct social views.

Conclusion

The findings of the study reveal that news media discourse is destructive in nature as it employs negatively connotative words and conservational equilibrium has not been preserved by discourse producers. The only discourse entity that has been considered salient is the human entity; other bio-forms have completely been ignored. Natural disasters have been covered deliberately using strong words and metaphorical expressions. Such a form of discourse needs to be supplanted with the help of positive words and expressions. On the contrary, NDMA environmental reports covered the events in a compact and positive way. Manipulative discourse practices need to be exposed and replaced by constructive linguistic patterns. Anthropocentric philosophies in Pakistani news media discourse should be redefined, keeping in consideration the rest of the bio-forms that are uniformly substantial. Stirring audiences' emotions negatively isn't requisite to increase readership; guiding people on ecological lines is mandatory for the discourse producers so they can see natural hazards with a different lens. News media agencies should be engrossed in environmental activism, nature protection and conservancy, and supportable development.



References

- Abram, D. (1996). *The Spell of the Sensuous : Perception and Language in a more-than-human World*. Vintage Books, a Division of Penguin Random House Llc.
- Benwell, B., & Stokoe, E. (2006). *Discourse and identity*. Edinburgh Edinburgh University Press.
- Cevizci, A. (2009). *Felsefe Tarihi, İstanbul: Say Yayınları*. 1.
- Chen, S. (2016). Language and ecology: A content analysis of ecolinguistics as an emerging research field. *Ampersand*, 3, 108–116. <https://doi.org/10.1016/j.amper.2016.06.002>
- Fairclough, N. (2003). Critical discourse analysis and change in management discourse and ideology: a transdisciplinary approach. In *II Congreso Internacional Sobre Discurso, Comunicación Ea Empresa*, Vigo. Universidad de Vigo.
- Fill, A. (1993). *Ökolinquistik. Eine Einführung*. Tübingen: Narr.
- Goldstein, B., Giroir, B., & Randolph, A. (2005). International pediatric sepsis consensus conference: Definitions for sepsis and organ dysfunction in pediatrics. *Pediatric Critical Care Medicine*, 6(1), 2–8. <https://doi.org/10.1097/01.pcc.0000149131.72248.e6>
- Halliday, M. (2001). New ways of meaning: The challenge to applied linguistics. In A. Fill & P. Mühlhäusler (Eds.), *The Ecolinguistics Reader: Language, Ecology and Environment* (pp. 175–202). New York: Continuum.
- Halliday, M., (1990). New ways of meaning: The challenge to applied linguistics. *Journal of Applied Linguistics*. 6, 7–36. <https://doi.org/10.5040/9781474211932.ch-006>
- Haugen, E., (1972). *The ecology of language*. Stanford: Stanford University Press.
- Lakoff, G., & Johnson, M., (1980). *Metaphors We Live By*. Chicago IL: University of Chicago Press.
- Lakoff, G., & Wehling, E. (2012). *The little blue book: The essential guide to thinking and talking democratic*. New York: Simon and Schuster.
- Levine, A., (1982). *Love Canal: Science, Politics, and People*. Lexington, MA: Lexington Books
- Machin, D. and Mayr, A., (2012). *How to do critical discourse analysis: a multimodal introduction*. London: Sage.
- Martin, J., R., and Rose, D. (2003) *Working with Discourse: Meaning Beyond the Clause*. London, New York: Continuum.
- Morgan, G. (1998). *Yönetim ve örgüt teorilerinde metafor* (G. Bulut (Çev.). MESS
- Nash, J., & Mühlhäusler, P. (2014). Linking language and the environment: the case of Norf'k and Norfolk Island. *Language Sciences*, 41, 26–33. <https://doi.org/10.1016/j.langsci.2013.08.004>
- Oxford, R. L., Tomlinson, S., Barcelos, A., Harrington, C., Lavine, R. Z., Saleh, A., & Longhini, A. (1998). Clashing metaphors about classroom teachers: toward a systematic typology for the language teaching field. *System*, 26(1), 3–50. [https://doi.org/10.1016/S0346-251X\(97\)00071-7](https://doi.org/10.1016/S0346-251X(97)00071-7)
- Peeples, J. (2015). *Discourse/rhetorical analysis approaches to environment, media, and communication from: The Routledge handbook of environment and communication*. London: Routledge.
- Prima, R. B. (2014). *Critical genre analysis on the cigarette advertisements* [Doctoral dissertation]. Universitas Islam Negeri Maulana Malik Ibrahim.
- Scanlon, J. (2007). Unwelcome Irritant or Useful Ally? The Mass Media in Emergencies. In H. Rodríguez, E. L. Quarantelli & R. R. Dynes (Eds.), *Handbook of Disaster research*, 413–429. New York: Springer.
- Steffensen, S. V., & Fill, A. (2014). Ecolinguistics: the state of the art and future horizons. *Language Sciences*, 41, 6–25. <https://doi.org/10.1016/j.langsci.2013.08.003>
- Stibbe, A. (2001). Language, Power and the Social Construction of Animals. *Society & Animals*, 9(2), 145–161. <https://doi.org/10.1163/156853001753639251>
- Stibbe, A. (2015). *Ecolinguistics: Language, ecology and the stories we live by*. London: Routledge.
- Trampe, W. (1990). *Ökologische Linguistik: Grundlagen einer ökologischen Sprach- und Wissenschaftstheorie*. Opladen: Westdeutscher Verlag.