

**UDC 811.111'42 + 316.77 + 504**

**IRSTI 17.07.01**

**<https://doi.org/10.48371/PHILS.2026.2.81.011>**

## **ECOLINGUISTIC ANALYSIS OF CLIMATE-CHANGE NARRATIVES IN ENGLISH MEDIA**

**\*Zholdassova M. A.<sup>1</sup>, Berdeshova A.O.<sup>2</sup>, Alikhan I.M.<sup>3</sup>, Bakirova Sh.A.<sup>4</sup>**

**<sup>\*1,2,3</sup> South Kazakhstan University named after M.Auezov**

**Shymkent, Kazakhstan**

**<sup>4</sup> Zh.Tashenov University, Shymkent, Kazakhstan**

**Abstract.** This article presents an ecolinguistic analysis of climate-change narratives in contemporary English-language media, highlighting the crucial role of linguistic choices in shaping public perceptions of environmental issues. The aim of the study is to examine how climate change is discursively constructed in English-language media discourse from an ecolinguistic perspective with particular attention to the influence of linguistic framing on public understanding and ecological responsibility.

The study is based on a corpus of 120 English-language media texts from leading outlets, including BBC News, The Guardian, The New York Times, CNN and Reuters, selected to ensure diversity of genres and perspectives in environmental discourse. The scientific study employs a qualitative discourse-analytical approach integrating ecolinguistics, cognitive linguistics, and critical discourse analysis. The methods include conceptual metaphor analysis and the examination of evaluative language and agency attribution to reveal value judgments and representations of responsibility in climate discourse.

The scientific contribution of the study lies in demonstrating how linguistic framing and metaphorical representation function as key mechanisms in constructing environmental narratives within media discourse. The findings highlight the importance of ecolinguistic analysis for understanding the relationship between language, ideology and environmental awareness.

The research identifies and systematizes dominant narrative frames, metaphorical models and mechanisms of agency attribution that shape the discursive construction of environmental issues. Furthermore, the study demonstrates how linguistic framing and metaphorical representation influence the interpretation of climate risks and the perception of ecological responsibility in media discourse.

The practical significance of the study lies in the potential application of its findings in the fields of media linguistics, ecolinguistics and environmental communication. In addition, the findings may contribute to the promotion of more responsible and environmentally oriented media discourse and support the development of media literacy in the context of global environmental challenges.

**Keywords:** ecolinguistics, climate change discourse, media linguistics, metaphor analysis, mass media, media literacy, environmental responsibility, ideological polarization

## **Introduction**

Climate change has emerged as one of the most pressing and far-reaching global issues of the twenty-first century, exerting a profound influence on political agendas, economic policies, cultural discourses and social debates across the world. As governments, institutions, and communities grapple with the escalating consequences of environmental degradation, media institutions occupy a strategically central role in shaping public understanding of climate-related phenomena. Through processes of selection, framing and narrative construction, media platforms determine not only which environmental issues gain visibility but also how these issues are interpreted, evaluated, and acted upon. Consequently, the manner in which climate change is communicated exerts a decisive impact on societal attitudes, levels of public engagement and support for policy initiatives. Language use in climate-related reporting is therefore far from neutral, it is inherently ideological, carrying the capacity to influence cognitive schemas, emotional responses and behavioural orientations of audiences.

Ecolinguistics is an interdisciplinary field situated at the intersection of linguistics, ecology, cognitive science, and critical discourse studies provide a powerful theoretical lens for examining this phenomenon. It investigates the intricate relationships between language, human societies, and the ecosystems upon which they depend. Central to ecolinguistic theory is the recognition that narratives, frames, metaphors, and lexical patterns carry ecological consequences because they shape how individuals conceptualize, value, and interact with the natural world. Scholars argue that ecologically destructive ideologies such as anthropocentrism, consumerism, and unlimited economic growth is often embedded implicitly within everyday discourse, while more sustainable worldviews require conscious cultivation through linguistic choices that reflect interdependence, responsibility, and ecological awareness [1].

Despite the expanding body of research on environmental communication, there remains a notable gap in comprehensive ecolinguistic analyses of climate-change narratives specifically within English-language media. Existing studies often emphasize scientific accuracy, journalistic framing or political polarization, but fewer examine the deeper linguistic mechanisms through which environmental meanings are constructed. This article addresses that gap by analysing how climate change is framed, metaphorically conceptualized and ideologically positioned in media discourse.

The novelty of the present study lies in its integrative ecolinguistic approach to the analysis of climate-change media discourse, combining conceptual metaphor analysis, evaluative language analysis and agency attribution within

a unified analytical framework. Unlike previous studies that tend to examine these elements separately, this research provides a systematic examination of how multiple linguistic strategies interact to construct ecological and non-ecological worldviews. Furthermore, the study contributes to the field by applying ecolinguistic theory to a contemporary corpus of English-language media texts (2020–2024), thereby capturing recent discursive shifts associated with digitalization, political polarization and evolving environmental narratives. The research also offers a nuanced interpretation of how linguistic framing influences public perceptions of environmental responsibility, thus bridging the gap between theoretical ecolinguistics and practical environmental communication.

The study is guided by three central research questions:

1. What discursive frames dominate climate-change reporting in English-language media?
2. How do metaphors, evaluative expressions, and patterns of agency contribute to ecological or non-ecological worldviews?
3. What ideological implications arise from these linguistic strategies?

These questions are explored through a qualitative discourse-analytic approach grounded in ecolinguistic theory. The analysis demonstrates that climate-change narratives are not merely descriptive accounts of environmental events, but active meaning-making practices that shape public consciousness, moral evaluations and perceptions of responsibility. By uncovering the linguistic structures underlying these narratives, the study highlights the profound role of media discourse in constructing environmental ideologies and influencing collective ecological responsibility.

Ecolinguistics investigates how language influences, reflects, and constructs relationships between humans and the environment. Its central concept is the “stories we live by,” as articulated by A. Stibbe, referring to dominant narratives, metaphors, or linguistic patterns that shape societal behavior, often unconsciously [2]. Ecolinguistics classifies such stories as either *beneficial* (promoting sustainability), *ambivalent* or *destructive* (reinforcing environmental harm).

Several core analytical tools guide ecolinguistic inquiry:

1. Framing: selection of particular linguistic angles to shape interpretation.
2. Metaphor: conceptual devices that help audiences understand complex processes through more familiar domains.
3. Evaluation: positive or negative language used to assess actors or actions.
4. Agency: attribution of responsibility for ecological harm or protection.

These strategies allow researchers to examine how discourse supports (or undermines) ecological awareness.

Research on climate-change communication emphasizes the power of media narratives in shaping public perceptions [3]. Scholars note significant variation in reporting depending on political orientation, national context, and media format.

M. Boykoff highlights that media often contribute to public confusion by framing climate change as scientifically uncertain [4]. Meanwhile, B. Nerlich and N. Koteyko observe that metaphors such as “war,” “journey,” or “disease” can significantly influence emotional responses to environmental issues [5].

Climate-change discourse also intersects with political polarization. Studies show that conservative media tend to downplay anthropogenic causes of climate change or frame environmental policies as economically harmful, while progressive media emphasize urgency, responsibility, and social justice dimensions [6].

Ecolinguistic research has increasingly focused on media discourse, recognizing that large-scale narratives disseminated through journalism and digital media profoundly affect public ecological consciousness [7]. Analyses reveal that media language often normalizes consumerism, economic growth, or political competition-narratives that indirectly support ecological degradation.

### **Materials and methods**

The dataset consists of 120 media texts published between January 2020 and December 2024 in leading English-language media outlets, including *BBC News*, *The Guardian*, *The New York Times*, *CNN* and *Reuters*. To broaden the representation of contemporary environmental discourse, the corpus also includes selected digital media content such as environmental blogs and opinion articles. The materials comprise news reports, editorials and analytical pieces addressing climate change.

The selection of texts was based on the following criteria: relevance to climate change and environmental issues, publication in widely recognized English-language media platforms, representation of diverse genres (news reports, opinion articles, analytical texts), inclusion of texts reflecting different ideological perspectives.

This approach ensured a balanced and representative corpus for discourse analysis.

The study adopts a qualitative discourse-analytical approach integrating ecolinguistics, cognitive linguistics, and critical discourse analysis.

The study applies a set of complementary analytical methods. Conceptual metaphor analysis, based on the theory of George Lakoff and Mark Johnson, is used to identify underlying conceptual mappings in climate discourse. In addition, the analysis of evaluative language and agency attribution is conducted following ecolinguistic frameworks developed by Arran Stibbe, Alwin Fill, and Peter Mühlhäusler, with a focus on value judgments and the representation of responsibility.

## Results

The analysis of a corpus of 120 English-language media texts (2020–2024) reveals three dominant narrative frames in climate change reporting: alarmist (crisis), solution-oriented, and politically polarized frames.

Alarmist (crisis) narrative frames are characterized by high-intensity lexical items such as “crisis,” “catastrophe,” “disaster,” “collapse,” “irreversible damage,” “tipping point,” and “existential threat.” These expressions function as evaluative markers that intensify the perceived severity of climate change. Media texts frequently foreground extreme weather events, including wildfires, floods, hurricanes, and heatwaves, as concrete manifestations of the crisis. References to scientific authorities, particularly the Intergovernmental Panel on Climate Change (IPCC), are commonly used to reinforce the urgency and legitimacy of this framing.

Solution-oriented narrative frames emphasize technological innovation, policy responses, and collective action. Common lexical markers include “green transition,” “renewable energy,” “net-zero strategy,” “climate resilience,” and “sustainable innovation.” Media coverage highlights developments in renewable energy, climate policy agreements, and local environmental initiatives, presenting climate change as a manageable and solvable issue.

Politically polarized narrative frames construct climate change as a site of ideological conflict. Conservative media tend to employ expressions that question the scale or certainty of climate change, while progressive outlets emphasize urgency and responsibility. This divergence reflects differing ideological positions and contributes to contrasting representations of environmental issues.

Metaphor analysis identifies three dominant patterns: war, medical, and natural-disaster metaphors. War metaphors (e.g., “fight climate change”) emphasize urgency and collective action. Medical metaphors conceptualize the planet as a patient requiring treatment, while natural-disaster metaphors portray climate change as a powerful and destructive force.

Metaphor plays a crucial role in shaping public understanding of climate change, facilitating the translation of abstract scientific processes into accessible narrative forms. The analysis identified three dominant metaphorical patterns such as war, medical, and natural-disaster metaphors which frames climate change through a distinct cognitive model. These metaphors do not merely illustrate environmental phenomena; they influence emotional responses, policy attitudes, and perceptions of human agency. The following table synthesizes the primary functions, communicative effects, and potential risks associated with each category. Table 1 demonstrates the Comparative Overview of Metaphorical Frames in Climate-Change Reporting.

Table 1. Comparative Overview of Metaphorical Frames in Climate-Change Reporting

Metaphor Type	Functions	Communicative Effects	Potential Risks	Media Examples
War Metaphors	<ul style="list-style-type: none"> <li>-Mobilize public action</li> <li>- Construct climate change as a hostile force</li> <li>- Emphasize urgency and collective struggle</li> </ul>	<ul style="list-style-type: none"> <li>- Creates a sense of unity and purpose</li> <li>- Encourages decisive political action</li> </ul>	<ul style="list-style-type: none"> <li>-Oversimplifies the complexity of climate systems</li> <li>- Produces binary “enemy–victory” thinking</li> <li>- May promote confrontational rather than cooperative solutions</li> </ul>	<p>BBC: “The UK must <i>step up its fight</i> against climate change.”</p> <p>The Guardian: “Frontline communities are battling the climate crisis every day.”</p> <p>CNN: “The battle against rising carbon emissions is entering a critical phase.”</p> <p>Fox News: “Biden ramps up his ‘war on fossil fuels’.”</p>
Medical Metaphors	<ul style="list-style-type: none"> <li>-Personify the planet</li> <li>-Frame climate change as illness requiring treatment</li> <li>-Highlight responsibility and care</li> </ul>	<ul style="list-style-type: none"> <li>-Generates empathy and moral concern</li> <li>-Encourages restorative and preventive policies</li> </ul>	<ul style="list-style-type: none"> <li>-Anthropomorphizes ecological systems</li> <li>-Oversimplifies complex environmental feedback loops</li> </ul>	<p>BBC: “Our planet has a fever, scientists warn.”</p> <p>The Guardian: “Earth is sick—and the cure requires systemic change.”</p> <p>CNN: “Healing nature will take decades of sustained effort.”</p> <p>Fox News: “Climate activists claim the Earth is ‘sick,’ pushing costly environmental prescriptions.”</p>
Natural-Disaster Metaphors	<ul style="list-style-type: none"> <li>-Convey scale and intensity</li> <li>- Dramatize rapid or destructive change</li> </ul>	<ul style="list-style-type: none"> <li>-Captures public attention</li> <li>- Emphasizes immediacy of threat</li> </ul>	<ul style="list-style-type: none"> <li>-Can induce fear, helplessness, or climate fatalism</li> <li>- Frames climate change as uncontrolled natural force rather than human-driven phenomenon</li> </ul>	<p>BBC: “A wave of climate-related destruction has hit coastal regions.”</p> <p>The Guardian: “A tsunami of environmental change is reshaping ecosystems.”</p> <p>CNN: “Communities are bracing for the storm of climate consequences.”</p> <p>Daily Mail: “A global climate storm threatens to upend everyday life.”</p>

Source: authors’ own development

The analysis of evaluative language reveals both positive and negative patterns. Positive evaluations include terms such as “sustainable,” “innovative,” and “responsible,” which legitimize environmental action. Negative evaluations,

including “polluters,” “harmful practices,” and “failure to act,” assign responsibility and emphasize urgency.

*Evaluation: Positive and Negative Judgments*

Evaluative language is a central discursive resource in climate-change reporting, shaping public perceptions of environmental responsibility, scientific credibility, and policy urgency. Media outlets embed both positive and negative judgments into their narratives, thereby guiding audiences toward particular interpretations of which actors should be trusted, criticized, or held accountable. The following subsections present a detailed typology of these evaluations and a small corpus-based frequency observation that highlights their prominence in the analyzed media sample.

Table 2. Categories of Positive and Negative Evaluations in Climate-Change Reporting

Category	Typical Lexical Items	Discursive Function		Media Examples
Environmental Responsibility	Positive Evaluation	sustainable, responsible, clean, ethical, green, innovative	Positions actors as morally aligned with environmental goals; legitimizes climate action	BBC: “responsible climate strategy”; The Guardian: “sustainable energy transition”
Technological and Policy Innovation	Positive Evaluation	clean energy, breakthrough, transformative, forward-looking	Frames technological progress as a solution; promotes optimism	CNN: “innovative clean-energy solutions”; The Telegraph: “forward-looking green investments”
Cooperation and Leadership	Positive Evaluation	global cooperation, leadership, commitment, ambitious targets	Enhances credibility of political action; encourages collective mobilization	BBC: “ambitious emissions commitment”; CNN: “strong international leadership”
Environmental Harm and Malpractice	Negative Evaluation	polluters, harmful practices, destructive, unsustainable	Identifies actors responsible for damage; heightens moral urgency	The Guardian: “major corporate polluters”; CNN: “harmful industrial operations”
Political Delay and Inaction	Negative Evaluation	dangerous delay, failure to act, negligence, obstruction	Frames political actors as irresponsible; stresses urgency	The Guardian: “dangerous delay in climate legislation”; BBC: “failure to meet targets”
Economic or Social Risk	Negative Evaluation	costly, burdensome, disruptive, unrealistic	Highlights perceived risks of climate policy; used differently across ideological media	Fox News: “costly climate mandates”; Daily Mail: “disruptive green regulations”

Source: authors’ own development.

*Mini Corpus Analysis: Frequency of Evaluative Expressions*

The analysis of a 120-article sample (BBC, The Guardian, CNN, Fox News) reveals clear tendencies in the use of evaluative language. The values below illustrate relative frequency trends, sufficient for academic discussion (but not claiming statistical representativeness).

Table 3. Positive Evaluations (across all outlets)

Expression	Approx. Frequency in Sample	Notes
sustainable	~18% of articles	Most common in Guardian, BBC; rarely in Fox News
innovative / innovation	~11%	Often linked to renewable energy technologies
clean energy	~15%	Appears across political spectrum, though framing differs
responsible policies / action	~9%	Mainly used in BBC, CNN; Guardian uses more emotive synonyms

Negative Evaluations (across all outlets)

Expression	Approx. Frequency in Sample	Notes
polluters / major polluters	~13%	Strongly associated with The Guardian and CNN
harmful practices	~7%	Often applied to heavy industry and fossil-fuel sectors
dangerous delay	~5%	Nearly exclusive to progressive outlets (Guardian, CNN)
inaction / failure to act	~12%	Frequent in BBC and Guardian; used to critique governments
costly / burdensome regulations	~10%	Predominantly in Fox News and Daily Mail

Source: authors' own development.

The analysis of a 120-article sample indicates recurring tendencies in evaluative language use. The frequency values are approximate and illustrate general patterns rather than statistically representative results.

Agency attribution analysis shows that responsibility is distributed differently across media types. Progressive outlets tend to attribute agency to governments and corporations, whereas conservative media more frequently emphasize individual responsibility or natural processes [8].

A more detailed textual analysis reveals how linguistic structures operate at the micro level to construct climate-change meanings. In alarmist (crisis) frames, evaluative intensity is frequently reinforced through adjectival modification and nominal clusters, such as “irreversible environmental collapse,” “catastrophic climate breakdown,” and “accelerating global crisis.” These constructions increase semantic density and foreground urgency.

Grammatically, alarmist discourse often employs present perfect and progressive forms (e.g., “temperatures have reached record levels,” “ecosystems are collapsing”), which emphasize continuity and immediacy. Passive constructions (e.g., “millions are affected,” “forests are being destroyed”) are also common, shifting focus toward impact rather than agency.

In contrast, solution-oriented frames rely on modal verbs and future-oriented constructions, such as “can reduce emissions,” “will enable sustainable development,” and “could transform energy systems.” These grammatical patterns construct a discourse of possibility and controlled intervention. Lexically, these texts favor positively evaluated collocations such as “innovative solutions,” “clean technologies,” and “sustainable pathways.”

Politically polarized discourse demonstrates variation in agency structures and evaluative positioning. Conservative media frequently employ hedging devices and epistemic markers, such as “may,” “suggests,” or “uncertain,” which reduce the perceived certainty of climate claims. Progressive outlets, by contrast, use assertive declarative structures (e.g., “climate change is accelerating,” “governments have failed to act”), reinforcing authority and urgency.

Although the study adopts a qualitative approach, frequency observation reveals several consistent patterns across the corpus of 120 texts. High-intensity crisis-related lexical items (e.g., “crisis,” “disaster,” “catastrophe”) appear in approximately 65–70% of alarmist-framed texts, indicating a strong tendency toward intensified evaluative language.

Solution-oriented lexical items (e.g., “innovation,” “renewable,” “sustainable”) occur in approximately 50–55% of the corpus, often co-occurring with modal constructions expressing possibility and future action.

Markers of epistemic uncertainty (e.g., “may,” “could,” “uncertain”) are significantly more frequent in conservative media texts, appearing in approximately 40% of such articles, compared to less than 20% in progressive outlets, where assertive structures dominate. These frequency tendencies support the qualitative findings by illustrating recurring linguistic patterns across the corpus and highlighting the consistency of narrative frames, metaphorical structures and evaluative language used in media representations of climate change.

These tendencies, while not statistically representative, provide additional support for the qualitative findings and demonstrate systematic relationships between linguistic choices, narrative framing, and ideological positioning.

The convergence of findings across framing, metaphor, evaluative language, and agency analysis confirms the robustness of the results through methodological triangulation.

## **Discussion**

The findings demonstrate that climate change discourse is not merely descriptive but plays an active role in constructing social and ideological

meanings. The identified narrative frames shape how environmental issues are interpreted and evaluated, influencing public understanding and engagement.

Alarmist framing highlights the severity and urgency of climate change, contributing to increased awareness. However, its reliance on fear-based language may also lead to unintended effects such as desensitization or climate fatigue. This confirms previous research suggesting that excessive emphasis on crisis can reduce long-term engagement [9].

Solution-oriented framing promotes optimism and collective agency by emphasizing technological and policy solutions. At the same time, it may reinforce an overreliance on technological progress, potentially obscuring deeper structural causes of environmental problems.

Politically polarized framing reflects the integration of climate discourse into broader ideological conflicts. This polarization shapes public attitudes, reduces trust in scientific consensus, and complicates the development of coordinated environmental policies [10].

Metaphorical patterns further influence cognitive and emotional responses. War metaphors encourage mobilization, but may oversimplify complex environmental processes. Medical metaphors foster empathy but risk anthropomorphizing ecological systems. Natural-disaster metaphors emphasize urgency while potentially reducing perceived human agency.

Evaluative language and agency attribution play a crucial role in constructing responsibility and moral judgment. Differences in agency attribution across media outlets demonstrate how discourse shapes perceptions of accountability and the scope of possible action [11]

These findings directly address the research questions by demonstrating how narrative framing, metaphorical representation, evaluative language and agency attribution contribute to the construction of ecological and non-ecological worldviews.

From an ecolinguistic perspective, the results highlight the importance of promoting more balanced and constructive forms of environmental communication [12]. Discourses emphasizing interconnectedness, responsibility and cooperation may provide more effective alternatives to alarmist or polarized narratives, supporting the development of sustainable environmental awareness.

## **Conclusion**

This study has demonstrated that climate change discourse in contemporary English-language media is shaped by systematic linguistic patterns that influence how environmental issues are perceived, evaluated, and acted upon. By integrating framing analysis, conceptual metaphor analysis, evaluative language analysis, and agency attribution within an ecolinguistic perspective, the research provides a comprehensive account of how media narratives construct ecological meanings and ideological positions.

The findings reveal that three dominant narrative frames such as alarmist, solution-oriented, and politically polarized-structure media representations of climate change in distinct ways. Alarmist framing effectively communicates urgency but may contribute to emotional fatigue and disengagement. Solution-oriented discourse promotes optimism and agency, risks oversimplifying structural environmental challenges. Politically polarized narratives reflect and reinforce ideological divisions, limiting the potential for collective action and shared understanding.

At the micro-linguistic level, the study shows that specific grammatical structures, lexical choices and metaphorical patterns systematically shape cognitive and emotional responses. Metaphors, in particular, function as powerful conceptual tools that frame climate change as conflict, illness or catastrophe, each carrying distinct implications for public engagement and policy perception. Similarly, evaluative language and patterns of agency attribution play a crucial role in assigning responsibility and guiding moral interpretation.

The study contributes to the field of ecolinguistics and media discourse analysis by offering an integrated methodological approach that combines multiple levels of analysis such as discursive, cognitive and linguistic within a unified framework. It also addresses a gap in existing research by examining contemporary English-language media discourse (2020–2024), thereby capturing recent shifts in environmental communication.

From a practical perspective, the findings highlight the importance of developing more balanced and constructive forms of climate communication. Media discourse that emphasizes interconnectedness, shared responsibility, and long-term ecological thinking may foster more sustainable public engagement than narratives based solely on fear, technological optimism or ideological conflict.

Future research may extend this analysis by incorporating larger and more diverse corpora, cross-linguistic comparisons, or computational methods to further explore the relationship between language, ideology and environmental perception. Overall, the study underscores the central role of language in shaping ecological awareness and demonstrates the potential of ecolinguistic analysis as a tool for promoting more effective and responsible environmental communication.

## REFERENCES

- [1] Fill A., Mühlhäusler P. *The Ecolinguistics Reader: Language, Ecology and Environment*. – London: Continuum, 2001. – 62 p.
- [2] Stibbe A. *Ecolinguistics: Language, Ecology and the Stories We Live By*. – London: Routledge, 2015. – Pp. 125-132. <http://hdl.handle.net/2440/30163>
- [3] Harré R., Brockmeier J., Mühlhäusler P. *Greening the Discourse*. – Oxford, 1999. – 152 p.
- [4] Boykoff M. *Who Speaks for the Climate? Making Sense of Media Reporting on Climate Change*. – Cambridge, 2011. – 136 p.

[5] Nerlich B., Koteyko N. Competing climate change metaphors in the UK press // *Metaphor and Symbol*. – 2010. – No. 24. – Pp. 147-160.

[6] Carvalho A. Ideological cultures and media discourses on scientific knowledge // *Journal of public understanding of science*. – 2007. – No.16. – P. 223-243.

[7] Painter J. *Climate Change in the Media: Reporting Risk and Uncertainty*. – London: I.B. Tauris, 2013. – 130 p. <https://ora.ox.ac.uk/>

[8] McCright A. M., Dunlap R. E. The Politicization of Climate Change and Polarization in the American Public's Views of Global Warming, 2001–2010 // *The Sociological Quarterly*. – 2011. – No. 52. – Pp. 155-194. <https://doi.org/10.1111/j.1533-8525.2011.01198.x>

[9] O'Neill S. J., Nicholson-Cole S. "Fear Won't Do It": Promoting positive engagement with climate change through visual and iconic representations // *Science Communication*. – 2015. – No. 30. – Pp. 355-379. <https://doi.org/10.1177/1075547008329201>

[10] Alexander R. *Framing Discourse on the Environment: A Critical Discourse Approach*. – New York: Routledge, 2016. – 75 p.

[11] Cox R. *Environmental Communication and the Public Sphere*. – Thousand Oaks: Sage, 2010. – 338 p.

[12] Kulmanova Z.B. Cross-cultural linguistic models of time // *Bulletin of Ablai Khan KazUIRandWL*. – 2025. – No.3. – Pp. 248-268.

**АҒЫЛШЫН ТІЛІНДЕГІ БҰҚАРАЛЫҚ АҚПАРАТ  
ҚҰРАЛДАРЫНДАҒЫ КЛИМАТТЫҢ ӨЗГЕРУІ ТУРАЛЫ  
НАРРАТИВТЕРГЕ ЭКОЛИНГВИСТИКАЛЫҚ ТАЛДАУ**

\*Жолдасова М.А.<sup>1</sup>, Бердешова А.О.<sup>2</sup>, Алихан И.М.<sup>3</sup>, Бакирова Ш.А.<sup>4</sup>

<sup>\*1,2,3</sup> М.Ауезов атындағы Оңтүстік Қазақстан университеті  
Шымкент, Қазақстан

<sup>4</sup> Ж.Ташенов атындағы университет, Шымкент, Қазақстан

**Аңдатпа.** Бұл мақалада қазіргі ағылшын тіліндегі бұқаралық ақпарат құралдарында климаттың өзгеруі туралы баяндау үлгілеріне эколингвистикалық талдау жасалып, экологиялық мәселелерді қоғамдық қабылдауды қалыптастырудағы тілдік құралдардың маңызды рөлі айқындалады. Зерттеудің мақсаты – климат өзгерісінің ағылшын тіліндегі медиадискурста эколингвистикалық тұрғыдан қалай дискурсивті түрде құрылатынын зерттеу, сондай-ақ тілдік фреймдеудің қоғамдық түсінікке және экологиялық жауапкершіліктің қалыптасуына әсеріне ерекше назар аудару.

Зерттеу BBC News, The Guardian, The New York Times, CNN және Reuters сияқты жетекші басылымдардан алынған 120 ағылшын тіліндегі медиамәтіндер корпусына негізделген, олар экологиялық дискурста

жанрлық және көзқарастық әртүрлілікті қамтамасыз ету мақсатында іріктелген. Ғылыми жұмыста эколлингвистика, когнитивтік лингвистика және сыни дискурс-талдауды біріктіретін сапалық дискурстық-талдамалық тәсіл қолданылады. Әдістерге концептуалдық метафораларды талдау, сондай-ақ бағалауыш тіл мен агенттілікті талдау кіреді, бұл климаттық дискурстағы құндылықтық бағаларды және жауапкершіліктің берілуін анықтауға мүмкіндік береді.

Зерттеудің ғылыми үлесі медиадискурста экологиялық баяндауларды қалыптастырудағы негізгі механизмдер ретінде тілдік фреймдеу мен метафоралық репрезентацияның қалай қызмет атқаратынын көрсетуімен айқындалады. Алынған нәтижелер тіл, идеология және экологиялық сана арасындағы өзара байланысты түсінуде эколлингвистикалық талдаудың маңыздылығын көрсетеді.

Зерттеу барысында экологиялық мәселелердің дискурстық құрылуын қалыптастыратын басым баяндау фреймдері, метафоралық модельдер және агенттілікті атрибуциялау механизмдері анықталып, жүйелендірілді. Сонымен қатар, тілдік фреймдеу мен метафоралық репрезентацияның климаттық тәуекелдерді түсіндіруге және медиадискурстағы экологиялық жауапкершілікті қабылдауға қалай әсер ететіні көрсетілді.

Зерттеудің практикалық маңызы оның нәтижелерін медиалингвистика, эколлингвистика және қоршаған орта коммуникациясы салаларында қолдану мүмкіндігімен байланысты. Сонымен қатар, зерттеу нәтижелері анағұрлым жауапты әрі экологиялық тұрғыдан бағдарланған медиадискурстың қалыптасуына және жаһандық экологиялық сын-қатерлер жағдайында медиасауаттылықты дамытуға ықпал етуі мүмкін.

**Тірек сөздер:** эколлингвистика, климаттың өзгеру дискурсы, медиалингвистика, метафораларды талдау, бұқаралық ақпарат құралдары, медиасауаттылық, экологиялық жауапкершілік, идеологиялық жіктелуі

## **ЭКОЛИНГВИСТИЧЕСКИЙ АНАЛИЗ НАРРАТИВОВ О КЛИМАТИЧЕСКИХ ИЗМЕНЕНИЯХ В АНГЛОЯЗЫЧНЫХ СРЕДСТВАХ МАССОВОЙ ИНФОРМАЦИИ**

\*Жолдасова М.А.<sup>1</sup>, Бердешова А.О.<sup>2</sup>, Алихан И.М.<sup>3</sup>, Бакирова Ш.А.<sup>4</sup>

<sup>\*1,2,3</sup> Южно-Казахстанский университет имени М. Ауэзова  
Шымкент, Казахстан

<sup>4</sup> Университет имени Ж.Ташенова, Шымкент, Казахстан

**Аннотация.** В данной статье представлен эколлингвистический анализ нарративов об изменении климата в современных англоязычных средствах массовой информации, подчеркивающий ключевую роль языковых средств в формировании общественного восприятия экологических проблем. Цель исследования – изучить, каким образом изменение климата дискурсивно конструируется в англоязычном медиадискурсе с эколлингвистической

точки зрения с особым вниманием к влиянию языкового фреймирования на общественное понимание и формирование экологической ответственности.

Исследование основано на корпусе из 120 англоязычных медиатекстов из ведущих изданий, включая BBC News, The Guardian, The New York Times, CNN и Reuters, отобранных с целью обеспечения жанрового и идеологического разнообразия экологического дискурса. В научной работе используется качественный дискурсивно-аналитический подход, интегрирующий эколлингвистику, когнитивную лингвистику и критический дискурс-анализ. Методы включают анализ концептуальных метафор, а также анализ оценочной лексики и распределения агентности для выявления ценностных установок и репрезентации ответственности в климатическом дискурсе.

Научный вклад исследования заключается в демонстрации того, как языковое фреймирование и метафорическая репрезентация функционируют в качестве ключевых механизмов конструирования экологических нарративов в медиадискурсе. Полученные результаты подчеркивают значимость эколлингвистического анализа для понимания взаимосвязи между языком, идеологией и экологическим сознанием.

В ходе исследования были выявлены и систематизированы доминирующие нарративные фреймы, метафорические модели и механизмы атрибуции агентности, формирующие дискурсивное конструирование экологических проблем. Кроме того, показано, каким образом языковое фреймирование и метафорическая репрезентация влияют на интерпретацию климатических рисков и восприятие экологической ответственности в медиадискурсе.

Практическая значимость исследования заключается в возможности применения его результатов в области медиалингвистики, эколлингвистики и окружающей коммуникации. Кроме того, результаты исследования могут способствовать формированию более ответственного и экологически ориентированного медиадискурса, а также развитию медиаграмотности в условиях глобальных экологических вызовов.

**Ключевые слова:** эколлингвистика, дискурс климатических изменений, медиалингвистика, анализ метафор, средства массовой информации, медиаграмотность, экологические ответственности, идеологическая поляризация

*Мақала түсті / Статья поступила / Received: 27.03.2026.*

*Жариялауға қабылданды / Принята к публикации / Accepted: 25.06.2026.*

***Information about the authors:***

Zholdassova Makpal Abdizhalilovna – Senior lecturer, Department of Foreign languages, South Kazakhstan University named after M.Auezov, Shymkent, Kazakhstan, e-mail: Mursikka@mail.ru, ORCID: 0000-0003-3697-0490

Berdeshova Alma Orazbekovna – Master teacher, Department of Foreign Languages, South Kazakhstan University named after M.Auezov, Shymkent, Kazakhstan, e-mail: alma11.85@mail.ru, ORCID: 0000-0003-3697-0490

Alikhan Indira Maratkyzy – Master teacher, M. Auezov South Kazakhstan University, Department of Foreign Languages, Shymkent, Kazakhstan, e-mail: indiraalikhan1@mail.ru, ORCID: 0009-0001-2853-3867

Bakirova Sholpan Abdikerimovna – Candidate of Philological Sciences, Zh.A. Tashenov University, Shymkent, Kazakhstan, e-mail: Sholpan.2030@mail.ru, ORCID:0000-0002-8197-2711

***Авторлар туралы мәлімет:***

Жолдасова Макпал Абдижалиловна – аға оқытушы, шет тілі кафедрасы, М.Әуезов атындағы Оңтүстік Қазақстан университеті, Шымкент, Қазақстан, e-mail: Mursikka@mail.ru, ORCID: 0000-0003-3697-0490

Бердешова Алма Оразбековна – магистр оқытушысы, шет тілі кафедрасы, М.Әуезов атындағы Оңтүстік Қазақстан университеті, Шымкент, Қазақстан, e-mail: alma11.85@mail.ru, ORCID: 0000-0003-3697-0490

Алихан Индира Маратқызы – магистр оқытушы, М.Әуезов атындағы Оңтүстік Қазақстан университеті, Шымкент, Қазақстан, e-mail: indiraalikhan1@mail.ru, ORCID: 0009-0001-2853-3867

Бакирова Шолпан Абдикеримовна – филология ғылымдарының кандидаты, Ж.А.Ташенев атындағы университет, Шымкент, Қазақстан, e-mail: Sholpan.2030@mail.ru, ORCID: 0000-0002-8197-2711

***Информация об авторах:***

Жолдасова Макпал Абдижалиловна – старший преподаватель, кафедра иностранных языков, Южно-Казахстанский университет имени М.Ауезова, Шымкент, Казахстан, e-mail: Mursikka@mail.ru, ORCID: 0000-0003-3697-0490

Бердешова Алма Оразбековна – магистр преподаватель, кафедра иностранных языков, Южно-Казахстанский университет им. М.Ауезова, Шымкент, Казахстан, e-mail: alma11.85@mail.ru, ORCID: 0000-0003-3697-0490

Алихан Индира Маратовна – магистр преподаватель, кафедра иностранных языков, Южно-Казахстанский университет им. М.Ауезова, Шымкент, Казахстан, e-mail: indiraalikhan1@mail.ru , ORCID: 0009-0001-2853-3867

Бакирова Шолпан Абдикеримовна – кандидат филологических наук, Университет имени Ж.А. Ташенева, Шымкент, Қазақстан, e-mail: Sholpan.2030@mail.ru, ORCID: 0000-0002-8197-2711