



Green Words, Grey Practices: An Eco linguistic Analysis of Green washing Stories in Pakistani Brand Slogans

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ABSTRACT

The paper examines the problem of green washing in Pakistani brand slogans critically based on Eco linguistic framework developed by Arran Stubbe (2015 & 2021). The researchers explore how different brands through language create false stories about the environment. The study involves a data set of 15 slogans in industries, such as bottled water, cosmetics, textiles, food and beverages, telecommunications, and real estate. The study investigates the slogans data set in terms of lexical terms, metaphors, and evaluative language. Results indicate that slogans mostly use symbolic green language, making consumption seem ecological, creating eco-identities, and withholding important information related to the reality of environmental practices. The research sheds light on the green washing techniques of cross-industry in Pakistan by applying the model created by Stubbe to the South Asian region. More specific implications relate to inherent application in the regulation field, encouraging genuine sustainability reporting, and enabling consumers to address eco-assertions critically. Future studies can examine comparative, multimodal, and longitudinal studies of green washing in various markets.

Introduction

The issue of environmental awareness has become a priority across the globe. The concerns regarding climate change, contamination, and resource exploitation are rapidly taking front stage (UNEP, 2021). Pakistan has been pursuing the problem of heat-waves, smog, and water shortage, particularly in urban regions, which have made people more concerned about ecological issues (Khan & Malik, 2020). Brands are in turn responding by acknowledging the language of green

marketing with words like eco-friendly, pure, natural, and sustainable as a way of appealing to the environmentally conscious consumer. The research, however, indicates that a lot of this sustainability communication is merely symbolic as opposed to being real (Delmas & Burbano, 2011). Many companies depend on their words and visuals to create a green image rather than employing actual eco-friendly actions. The role of slogans is especially active in this process as they summarize brand identity in short, memorable formulas that leave an immense impression on consumers (Goddard, 2018). This is particularly evident in Pakistan, where brands are taking advantage of the increasing eco-literacy and, in many cases, do not actually engage in eco-commitment.

Jay Westerveld (1986) coined the term green washing. Green washing is generally understood as communication that deceives consumers regarding the environmental approach of a company or the ecological virtues of a product (Delmas & Burbano, 2011). Other businesses like oil, fashion, and food industries have been criticized worldwide as continuing to do harmful practices in promotions of green products (Furlow, 2010). Pakistan has experienced the same trends in most of its industries, like beverages, cosmetics, detergents, clothing, and real estate. There is a tendency to use abstract or symbolic terms such as pure, clean, and green to present a certain image of sustainability without providing any support to the allegations (Rashid & Anwar, 2022). Slogans become potent instruments in the creation of these false stories due to their concise and catchy nature and repetition. Slogans aid in what Stibbe (2021) calls the presence of destructive stories, or, in other words, discourses that are false but seem beneficial. In fact, the stories falsify the environmental reality.

Problem Statement

The level of environmental awareness in Pakistan is on the rise. However, most brands still stick to deceptive or overstated green terminologies as a tool to appeal to eco-conscious customers. The brands through their slogans are not simply selling products but creating false linguistic discourses. The slogans expose brands as being socially friendly to the environment, no matter what they do in reality. The slogans affect consumer decision-making because they compel the generation of unreal ecological identities and conceal unsustainable practices.

Research Gap

Little has been done to research the linguistic strategies of green washing in Pakistani brand slogans, especially in terms of the Eco linguistic and critical discourse analysis approach. The vast majority of the local research is dedicated to the perception of consumers or corporate marketing policies. The gap in comprehending the role of language as the source of the misrepresentation of sustainability remains quite big. The study fills this gap with the Eco linguistic analysis based on the framework by Arran Stibbe (2015, 2021).

Objectives of the Study

The main aim of this study is to investigate and analyze the ecological narratives that exist in Pakistani brand slogans using green discourse. In particular, the researchers will seek:

- To determine in which way slogans create imaginary ecological identities of brands
- To examine the linguistic strategies, including ideology, framing, identity creation, and erasure, that lead to green washing discourses
- To apply the Eco linguistic Story Framework by Stibbe to determine whether these slogans support positive, neutral, or harmful environmental rhetoric

In this way, concentrating on slogans, the research analyzes the micro-level linguistic decisions that bring macro-level ecological implications.

Research Questions

The researchers will investigate the following questions:

1. How do Pakistani brand slogans create green washing narratives?
2. What eco linguistic narrative strategies such as ideologies, identities, frames, evaluations, and erasures are found in these slogans?
3. How can the Eco linguistic Story Framework by Stibbe be applied to determine whether these slogans support positive, neutral, or harmful environmental rhetoric?

Literature Review

Eco linguistics: Origins and Development

Eco linguistics was developed in the 1970s, when researchers started to examine the connection between the environment and language, as well as the interaction between human beings and nature. Haugen (1972) theorized language as a section of an ecological system and perceived the ways in which languages survive and interact in social settings. This was an early sociolinguistic work, which focused on language preservation but not on the environmental meaning. Further, Fill and Muhlhausler (2001) focused on discourse ecology, the way language influences ecological thinking, attitudes, and actions. Muhlhausler (2003) stated that the use of language may also support exploitative ideology, including consumerism and human control of nature. In their studies of eco linguistics, especially the concept of Stibbe (2015) 'Stories We Live By', modern eco linguistics studies the ways language creates the stories that sustain or limit ecological sustainability. This paradigm is particularly helpful in the analysis of green washing in advertising, where the destructive ecological discourses are developed and promoted in a strategic manner.

Evolution of Ecolinguistic Approaches

The eco linguistic framework by Arran Stibbe, introduced in *The Stories We Live By* (2015; 2021), provided a good example of how language is used to create human attitudes towards the environment. According to Stibbe (2021), in everyday discourse, there are stories that shape the way people think of nature, which may include neglect or damage to ecological health. His work emphasizes the fact that language is not neutral. It actively defines the cultural values, behavior, and attitude towards the environment. This renders eco linguistics a significant tool in studying the way in which sustainability is enacted, particularly when it comes to persuasive types of communication like advertisement. The tools employed by Stibbe to analyze green washing demonstrate how discourse disseminates belief systems (ideologies), how it creates green brand and consumer identities, or how it presents products as natural by using phrases such as 100% pure. Positive associations are generated with metaphors like clean energy future, and positive evaluation words like green or pure are more likely to increase appeal. Erasure conceals malpractices, while salience lays emphasis on the eco-words to draw attention (Stibbe, 2015). The framework created by Stibbe can help identify the way in which Pakistani advertisement creates false environmental narratives due to the heavy reliance through green washing through the use of selective language and positive imagery.

Advertising Discourse and Persuasive Language

The discourse of advertising is at the center of the development of consumer culture and consists of persuasive semiotic and linguistic techniques of influencing purchasing behavior. Researchers

believe that slogans in particular represent one of the most important ways of in which brands are able to summarize their identity, values, and promise in a few memorable sentences (Goddard, 2018). Slogans are the most repeated and recognizable linguistic components in advertising that, in many cases, become synonymous with the brand itself. Slogans used in advertising are dependent on brevity and simplicity as they guarantee accessibility and retention. When applied to brief expressions like 'Just Do It' or 'Because You Worth It', the words composing compressed language clearly illustrate how potent such a language can be in creating emotional links (Cook, 2001). The secret of the slogans is emotional resonance. Slogans create relationships between consumers and products through positive language, emotive words, and appeal to imagery (Myers, 1994). Some of the green washing slogans are usually based on feelings of purity, cleanliness, and responsibility as a way to attract environmentally conscious consumers. Metaphors are commonly applied in advertisements to make complex things simple. The brands can correlate their products with the positive ecological images using conceptual metaphors, such as nature as purity, environment as health, or green as goodness. Advertising establishes these realities that are linguistic and that affect consumer choices. Such strategies are also part of forming false perceptions about the environmental impact of a brand when applied with deception (Charteris-Black, 2011).

Ugondo and Andepam (2025) consider the application of rhetorical strategies in advertisement of consumer goods through Nigeria with a focus on how persuasive appeals are contextualized in a larger discursive structure. Their critical analysis shows that the advertising talk serves more than just to market the products; it actively constructs the social meanings, consumer identities, and ideological standpoints. Advertisements can control attitude and behavior of the audience by using rhetorical appeals to ethos, pathos, and logos. The paper, therefore, brings out the potent nature of discourse in shaping consumption as a decision made individually as well as a socially significant practice (Ugondo & Andepam, 2025).

Green washing in Advertising

The issue of green washing has been rampant in many parts of the world as companies are using environmental language more often to improve brand recognition without actual sustainability measures. According to Delmas and Burbano (2011), green washing can be grouped into such categories as vague claims, irrelevant claims, hidden trade-offs, and false labels. These classifications depict that linguistic manipulation is at the center of creating deceptive images of the environment. General Claims are referred to the use of terms, such as green, eco and natural that do not have any measurable criteria (Furlow, 2010; Delmas & Burbano, 2011). Irrelevant Claims are facts that are true, but irrelevant to environmental performance, like CFC-free in the context of CFCs, which are already prohibited (Delmas & Burbano, 2011; Ottman, 2011). Hidden Trade-offs refer to claims, like doing so can do such and such, to showcase a single green feature and dismiss a bigger impact on the environment. For example, claiming that the brand is producing recycleable bottles and does not mention the effects of plastic manufacturing (Furlow, 2010; Delmas & Burbano, 2011). False Labels and Imagery is a marketing approach that employs the color green, a leaf or water image to suggest sustainability (Ottman, 2011; Delmas & Burbano, 2011).

Green washing is largely based on the use of selective language. This includes positive judgments (e.g., clean, pure, safe), metaphorical correlations (e.g. nature as purity), agency-obscuring nominations and generalizations, cancellation of the negative events, e.g., production emissions (Stibbe, 2021). Another frequently used strategy in green washed slogans is the use of symbolic environmental language. As an example, the bottled water brands throughout the world promote

the image of mountains, rivers, and purity, even though the environmental effects of the plastic waste cannot be underestimated (Furlow, 2010). Jha, Dongare, Pallavi, and Shelke (2025) consider the problem of greenwashing in advertisement and suppose that the media practices, cognitive biases, and the digital platforms contribute to the ability to make false environmental statements. Their research emphasizes that these persuasive measures have the potential to mislead the reality of the environmental impact of products. The measures create perceptions in consumers and affect their buying behavior under the influence of misleading messages (Jha et al., 2025).

Green washing in Pakistan: A Review

The green washing studies in Pakistan are evolving, but not as developed as those in the West. The available literature reveals that in industries, the brands are increasingly making use of the term environmentally friendly without introducing any meaningful ecological activities (Khan et al., 2021; Rauf & Ahmad, 2020). Even in light of the increase in green branding, there is limited academic research on green washing, especially in an eco-linguistic or discourse-analytical approach. The majority of the available literature addresses the attitudes towards the environment, social responsibility of the company or the way consumers make their purchases instead of the language used to construct the meaning of green (Khan et al., 2021; Rauf & Ahmad, 2020).

Environmental Communication and Consumer Perception

The aspect of environmental communication is very important in shaping consumer attitudes towards ecological responsibility. Research findings indicate that green messages influence the general knowledge by developing favorable perceptions between nature and products (Peattie, 2010). Green washing takes advantage of this psychological process by creating what Grankvist and Biel (2007) refer to as green identities, in which the consumers are morally rewarded by consuming so-called sustainable products. The more the product can be associated with their self-concepts of being an environmentally responsible person, the higher the likelihood of consumers buying the product (Laroche et al., 2001). Green washing slogans play off on this urge by making consumption a form of environmental activism. The false claims made about the environment weaken the perception of people, misrepresent ecological knowledge, and are also involved in the destruction of the environment by concealing unfriendly environmental practices (Carlson et al., 1993). Eco linguistically, this kind of message can be seen as an example of a destructive story since they distort ecological reality and propagates destructive cultural stories (Stibbe, 2021). Therefore, it is essential to comprehend the formation of green washing discourse by slogans to deal with the ethical issues of misleading sustainability communication.

Research Methodology

Theoretical Framework: Stibbe's Model

The eco linguistic framework developed by Arran Stibbe offers a solid theoretical perspective in the study of environmental discourse, especially in advertisement. This model will reveal the invisible narratives or stories that can be found in language to shape human perceptions and behaviors of the natural world (Stibbe, 2015, 2021). In contrast to other methods of general discourse analysis, the framework by Stibbe specifically considers the ecological implications of language use. Thus, it is especially appropriate in the study of green washing. Through the analysis of how the ideologies, identities, and linguistic constructions are inscribed in discourse, the model allows researchers to unveil the meanings of the apparently positive environmental messages that might underlie the harmful practices. In the case of the given study, the framework provided by Stibbe fits well with the objective of the study, which is to comprehend the way Pakistani brand

slogans create illusions of meaning of green that affects consumer perceptions and distorts the environmental facts. The value of the model introduced by Stibbe lies in the fact that it not only examines the superficial meaning of the text, but also the underlying cultural and ecological assumptions. Particularly, advertising slogans can be very short, emotional, and ideologically charged (Goddard, 2018). The promotion of green washing plays on this compression by inserting ecological assertions into rhetorical language, consequently propagating devastating ecological discourses in the guise of environmental responsibility. The model used by Stibbe enables the researchers to deconstruct these elements in a systematic manner, including what has been said and what has not, and to recognize the larger ideological connotations of the environmental knowledge (Goddard, 2018).

Application in previous studies

The framework proposed by Stibbe was actually used in a number of empirical research studies that examined discourse, advertising, and environmental communication in the media. As an example, in the article “Taste the feeling: an eco-linguistic analysis of Coca Cola advertising” Stibbe (2023) systematically examines a broad set of television advertising aimed at Coca Cola products, breaking down the elements of the multimodal feature of his ecosophy and eco linguistic tools to see how consumers of unhealthy and harmful products are persuaded to buy them. In a wider sense, the previous work of Stibbe, “An Eco linguistic Approach to Critical Discourse Studies,” provided the theoretical and methodological background of the integration of eco linguistics and critical discursive analysis (CDA). It was based on premises that the focus of linguistic studies should not be solely on human social relationships, but also on the relationship between human beings, their environment, and the ecological systems (Stibbe, 2014).

Recently, the article “Eco linguistics and Advertising: Dissecting Ideology in Media Discourse” has looked at advertising through categories such as detergents and skincare products. The research addressed the concept of ideology using the categories of lexico-grammar, metaphors, and narrative strategies as identified by Stibbe (Javed, Fatima & Imran, 2025). These researches reveal the versatile nature and power of the model presented by Stibbe. The model is able to process multimodal advertising texts (as was done in the analysis of Coca Cola), print/digital advertising texts (as in the 2025 media discourse study), and high-level social discourse such as environmental news, corporate communication, and social campaigns (Stibbe, 2013/2015). Due to such versatility and established applicability, the framework proposed by Stibbe would be especially suitable for analyzing green washing in Pakistani brand slogans.

Research Design

This research makes use of a qualitative, descriptive, and interpretive research design based on critical eco linguistics. It analyzes the ecological meanings created by advertising discourse, the perception of the consumer by the discourse, and how this discourse may lead to greenwashing by the use of language.

Data Collection

Through purposive sampling, slogans were picked with the help of official brand websites, social media advertisements, product packaging, and billboards. The sample includes the key Pakistani sectors, such as bottled water, cosmetics, textiles, food and beverages, and real estate, and includes content that uses the phrase green (or other green-based terminology), environmental friendliness, or sustainability explicitly and implicitly.

Data Presentation

The slogans are arranged in tables according to industry and type of green claim. Keywords are extracted frequently, like pure, natural, green, eco and organic, to find patterns and trends of language that are recurrent.

Analytical Procedure

The analysis implements the eco linguistic framework developed by Stibbe in order to find green terms and metaphors. The analysis classifies them in terms of ideologies, storyline, erasure, identity, evaluations, and recognize hidden messages as purity myths, sustainability promises, and identify green washing tactics, such as exaggeration, vagueness, and symbolic eco-terms.

Ethical Considerations

The analysis of the advertising content is chosen that has been created publicly, so there is no violation of privacy. Brand critique is scholarly and objective, and no human subjects are engaged.

Limitations

The compactness of slogans puts context into a limiting situation, and the slogans must be interpreted. The results are limited to Pakistan and might not be applicable to other countries, yet the design is effective in terms of describing the linguistic approaches of local eco-discourse.

Data Collection and Presentation

Introduction to the Slogan Data Set

The dataset will include 15 advertising slogans. The slogans are based on large-scale Pakistani industries that already employ the use of environmental language in branding. The industries represented are bottled water, cosmetics, personal care, textiles, fashion, food, beverages, telecommunications, and real estate. The official brand websites, social media campaigns, product packaging, and billboards were used to gather slogans, which made the sample of contemporary promotional strategies diverse and representative.

The slogans make use of numerous green expressions and ecological allusions, which can be divided into three major categories:

- a. Purity and Naturalness Claims focus on environmental innocence with such terms as pure, natural, fresh, clean, and organic.
- b. Eco-Responsibility Claims indicating environmentally friendly or responsible behavior through such words as green, eco-friendly and sustainable
- c. Symbolic or Metaphorical Nature Claims, portraying an emotional or symbolic connection to nature, not quantifiable acts, by image and phrase, such as nature, inspired by nature, heart of nature

These types reveal that Pakistani brands are tactical in their representations of building a positive ecological identity based on the application of linguistic devices, which tend to rely on symbolic and convincing language with a small amount of evidence of real sustainability activities.

Table 1: Cosmetics / Herbal Care Industry

Brand/Company	Slogan	Type of Green Claim
Hemani Herbals	“Herbal Goodness from Nature”	Naturalness Claim

WB by Hemani	“Clean Beauty, Pure Ingredients”	Purity/Naturalness
Conatural	“Nature Inspired, Skin Approved”	Naturalness Claim

Table 2: Real Estate Industry

Brand/Company	Slogan	Type of Green Claim
Gulberg Greens	“Live Close to Nature”	Symbolic Nature Claim
Green Living Lahore	“Eco-conscious design & sustainable living”	Eco-Responsibility / Green Living Claim

Table 3: Telecommunications Industry

Brand/Company	Slogan	Type of Green Claim
Zong	"striving towards creating a Greener Pakistan"	Eco-Responsibility

Table 4: Food & Beverages Industry

Brand/Company	Slogan	Type of Green Claim
Organic Valley (Local)	"Protecting Where Your Food Comes From”	Purity/Organic Claim
Tapal	“From the Heart of Nature”	Symbolic Nature Claim
Dalda	“Pure Goodness in Every Drop”	Purity/Naturalness
Shan Foods	“Natural Taste, Purely Yours”	Purity/Naturalness

Table 5: Bottled Water Industry

Brand/Company	Slogan	Type of Green Claim
Nestlé Pure Life	“Live Pure”	Purity/Naturalness
Aquafina	“Nature’s Perfect Hydration”	Symbolic Nature Claim
Gourmet Water	“Refresh Naturally”	Purity/Naturalness

Table 6: Textiles/Fashion Industry

Brand/Company	Slogan	Type of Green Claim
Sapphire	“Crafted with Care for a Greener Tomorrow”	Eco-Responsibility
Khaadi	“Inspired by Nature”	Symbolic Nature Claim
J.	“Eco Threads for Modern Living”	Eco-Responsibility

Pakistani Brand Slogans: Data Analysis

In this section, a critical analysis will be performed on the data set of 15 Pakistani brand slogans in bottled water and textile/fashion, food and beverages, cosmetics and herbal care, telecommunication, as well as real estate. The analysis based on Stibbe's eco linguistic model reveals that linguistic characteristics form the environmental discourse, the perception of the consumer, and play a role in green washing potential.

Ideology

Humans usually view nature as the resource meant to serve human needs, comfort, and consumption; this is the main ideology of all the industries represented in the slogans. The slogans, like the one by Hemani Herbals, "Herbal Goodness from Nature" and Conatural, "Nature Inspired, Skin Approved" introduce nature as a good provider of health and beauty enhancers. On the same note, Dalda, in the food and beverages industry, with the positioning statement of 'Pure Goodness in Every Drop', and Shan Foods, in the 'Natural Taste, Purely Yours' support the notion that nature is there to maximize human satisfaction and happiness.

Most of the industries are using this ideology, such as bottled water and real estate. The advertisements of Nestle Pure Life, titled 'Live Pure, and Aquafina, named 'Nature Perfect Hydration', position water as an individual style of living, but not as a common resource of the environment. Gulberg Greens promotes nature as a luxury in their 'Live Close to Nature', which is sold, possessed, and consumed in the real estate sector. According to Stibbe, this kind of ideology promotes unsustainable consumption by legitimizing the exploitation of natural resources and veiling ecological boundaries.

Framing

Nature is always posed in the positive, idealized, and problem free ways throughout the information, which forms a simplified ecological discourse. Nature is presented as safe, pure, and trustful in the cosmetics industry with, WB by Hemani introducing 'Clean Beauty, Pure Ingredients', which assumes that nature is synonymous with moral and physical purity. This framing motivates consumers to connect the friendliness to the environment with personal care products the sourcing, production, or the use of chemicals is not questioned.

Conversely, other industries, such as real estate and textile industries, present nature as a way of living and aestheticism. The slogans by Khadi 'Inspirations by Nature,' and 'Crafted with Care by a Greener Tomorrow,' by Sapphire make the issues of environmental concern inspirational and deliberate, but not actionable. Such framing eliminates a sense of urgency and struggle in the environmental discourse and portrays sustainability as something painless and peaceful. Such framing as described by Stibbe undermines ecological consciousness by substituting detailed environmental realities with reassuring, market-friendly images.

Evaluation

The slogans are based on excessive use of positive evaluative language that leads the readers to approval and trust. The terms pure, clean, green, natural, and eco-conscious are used on numerous occasions on the tables. As a case in point, the Organic Valley brand name, "Protecting Where Your Food Comes From" analyzes the brand in a positive way suggesting that the product is ethically responsible. Zong, at the same time, in its advertisement, "striving towards creating a Greener Pakistan" positions the company as the one being environmentally responsible on a

national level. Such judgmental decisions prompt viewers to believe that the brands are morally good, yet not based on facts.

Evaluation for negative perspectives is totally eliminated. All the slogans do not consider pollution, waste, and environmental degradation or corporate responsibility as being a cause of ecological damage. 'The Fresh Naturally' by Gourmet Water examines the bottled water in a favorable manner, but does not mention the issue of plastic waste. This disproportion of positive assessment to negative silence is what Stibbe has called ecologically misleading discourse, in which laudation substitutes blame.

Erasure

One of the most noticeable ecolinguistic characteristics of the data is erasure. The slogans systematically sweep off the costs on the environment involving the production, distribution, and consumption. The Nestle Pure Life and Aquafina in the bottled water market focus on purity and nature and address problems of groundwater depletion, plastic pollution, and carbon emissions. Nature is brought up, and ecological destruction is not referred to in any language. Equally, in the textile and fashion sector, the water-intensive textile processing, chemical dyes, and labor exploitation are swept away by J.'s 'Eco Threads for Modern Living'. In real estate, the Green Living Lahore 'Eco-conscious Design and Sustainable Living' does not include the environmental consideration of the construction, land clearing, and urban stretch. Such wiping, according to Stibbe, perpetuates a cycle of destruction through the environment because it becomes invisible in the daily dialogue.

Salience

Salience is what is brought out and brought forward in the discourse. In such slogans, foregrounded concepts as nature, purity, care, and greenness are used and backgrounded concrete environmental practices. In the case of Sapphire, the impact of future-oriented optimism by its 'Greener Tomorrow' is salient, yet the current environmental effects of textile manufacturing are concealed. It is a matter of intent, but not implementation.

Zong foregrounds the envisioning of the nation in the context of telecommunications with the Greener Pakistan, thus rendering corporate greenness to sound patriotic and socially responsible. However, the effect of energy consumption, electronic waste, and infrastructure is not brought to the fore. The selective visibility promotes the shallow ecological discourses of the ecological stories in which symbolic commitment is an alternative to substantive action, as mentioned by Stibbe.

Identity

The slogans actively build environmental friendly corporate images, showing brands as caring, responsible, and morally-oriented to nature. Hemani Herbals creates a brand identity based on the traditional and herbal authenticity, whereas WB by Hemani creates a brand image of a modern, clean, and conscious beauty brand. Such identities are a welcome to consumers to consider their buying decisions morally and environmentally correct.

Fashion and real estate identities are presented through moral lifestyle decisions. Gulberg Greens builds an aristocratic green lifestyle, whereas the culture of Khaadi 'Inspired by Nature' combines the values of heritage and nature. Stibbe claims that these identities are also effective since they provoke consumers to assume environmentally symbolic identities without questioning the systems that lead to environmental degradation.

Metaphor

The metaphorical words are very important in creating ecological meaning in the slogans. The idea of nature as a source or origin is also common in the form of the many times that nature is metaphorized, such as in the title, 'From the Heart of Nature' by Tapal and in 'Herbal Goodness of Nature' by Hemani Herbals. These metaphors render nature human and make it generous and nurturing. The other prevailing analogy is the purity as morality. Nestle Pure Life 'Live Pure' campaign and Dalda 'Pure Goodness in Every Drop' campaign imply that taking these products will make you live a morally cleaner life. Stibbe believes that this kind of metaphor removes the difference between individual virtue and environmental sustainability, and thus, environmental responsibility seems to be attainable through consumption only.

Stories We Live By

Taken together, the slogans propagate a very strong underlying narrative:

"Environmental care is possible by purchasing green branded products."

The story is repeated in all industries, such as food and cosmetics, telecommunications, and real estate, and it forms a standard belief that consumption is sustainability. The slogan 'Greener Pakistan' by Zong and 'Sustainable Living' by Green Living Lahore support the notion that companies are already concerned with environmental problems.

However, according to the eco linguistic viewpoint, the narrative is a devastating tale. It avoids the blame of corporations, policymakers, and production systems. Stibbe claims that this kind of stories are detrimental to the actual ecological transformation since it does not change the current economic arrangements but seems to foster the illusion of environmental improvement.

Discussion

Significance of the Study

This research has great significance in academic, social, and practical aspects. In academic terms, the study can be seen as an extension of Eco linguistic and critical discourse analysis, as it uses the eco linguistic framework by Stibbe in a context with little research on green communication in Pakistan. Socially, the study creates awareness of the social side of the population by exposing the misleading green language used in brand slogans, which makes consumers question and critically interpret the claim of sustainability. In practice, the results can be used by policymakers to regulate false environmental advertisements, to support consumer rights organizations, to recognize negative patterns of green washing, and to advise brand strategists on making their sustainability communications more authentic and transparent. Altogether, the research will help to enhance the creation of a more responsible and truthful advertising atmosphere in Pakistan.

Interpretation of Findings

The study shows that the brand slogans used in Pakistan are adding to the green washing culture, building positive environmental discourses that do not always correspond to the actual ecological practices. Slogans make the world believe in sustainable practices through the use of symbolic language, metaphors and selective framing, which cover the real effects on the environment.

In the context of Eco linguistics, this is consistent with the notion presented by Stibbe (2015; 2021) of the destructive stories in which discourse reinforces ideologies, which can be detrimental to the ecological well-being. The advertisement slogans can be seen as a very small story, which can create the notion of environmental responsibility.

Pakistani Socio-Cultural and Environmental Context

These green washed messages are made more effective by the socio-cultural and environmental environment in Pakistan. An increasing number of people living in the cities, the exposure to the sustainability trends worldwide, and the rising environmental consciousness provide the perfect feed ground in relation to the use of eco-friendly language by brands. There is still a disconnection between knowledge and action; the consumers believe the statements on the basis of the linguistic prompts only, without indeed assessing the performance of the environmental factors. The fact exposes a weak point in society against symbolic eco-marketing and the importance of language in creating ecological awareness.

Pakistan's Environmental Policy Context and Green washing Tendencies

The framework of environmental policy in Pakistan serves as a valuable contextual background on the emergence of green washing in business language. Pakistan Environmental Protection Act (PEPA) 1997 provides the legal framework on the environment, whereby industries are held to standards concerning pollution control, waste disposal and use of resources. Although this is extensive on paper, in reality, it is not enforced highly, and this means that many firms work with little responsibility. In the same manner, there is the National Climate Change Policy (NCCP) 2012 that was updated in 2021, which details the national commitments to sustainability, renewable energy, and ecological conservation. These policies are, however, largely used to lead the government into action; they do not dictate any stringent policies on advertising or transparency in claims made by the private companies about the environment. This regulatory loophole allows the brands to use the green language freely, like the so-called eco-friendly, pure, or green living, at will, without providing any evidence of such statements by maintaining verifiable environmental practices. Consequently, slogans create the image of environmentally friendliness with little regard for the sustainability measures. In that regard, the high prevalence of the symbolic and imprecise environmental language in Pakistani advertisements can be interpreted as a linguistic approach being influenced by competition in the market as well as uneven application of the environmental policies. This increases the green washing phenomenon, being rather widespread and influential in the formation of the opinion.

Conclusion and Recommendations

The researchers have examined 15 advertisement slogans of different Pakistani brands such as bottled water, cosmetics, textile, food and beverages, telecommunication and real estate industries, to explore the use of language to develop green washing discourses. The study employed a critical eco linguistic methodology based on the framework of Arran Stibbe and found environmentally oriented words, metaphors, and words with embedded values that are used in categories based on the ideologies and identity, framing, evaluations, erasure, and salience. The investigation reveals that the slogans are mostly based on the symbolic green language, establish an illusion of sustainability using emotive words and metaphors, and omitting the important information about the real process of environmental practices methodically. The fact that green washing is a widespread tool in the advertising world of Pakistan is shown by cross-industry consistency.

Contribution to Knowledge

The paper advances eco linguistic scholarship by applying the model of Stibbe to a South Asian case, showing that it is applicable to any commercial discourse to reveal the hidden narratives, destructive stories, and ideological assumptions. It brings to the fore the way language influences

consumer perception, the way it creates eco-identities, and sustains a green washing ideology, and can give important critical insights into the nature of green washing in Pakistan.

Theoretical Contribution

When the eco linguistic model by Stibbe is applied, one can see concealed accounts, erasures, and ideological suppositions within commercial language. This paper has identified how the purity myths, anthropocentric views, and consumption has become normal as an environmental responsibility, making it clear that the Stibbe model is useful in the South Asian setting, not just in the Western markets. The results of the study will enhance the discipline of eco linguistics because they show that language creates ecological meaning in non-Western advertisements, and critical discourse analysis is necessary in sustainability studies across the globe.

Practical Implications

These are noteworthy practical implications of the study:

It highlights the importance of critical analysis of green claims and eco-labeling to be protective of the consumers. The study suggests regulating advertising and indicates that there should be a stronger control over misleading sustainability communication, more so on slogans that develop illusionary belief in ecological responsibility. Lastly, in terms of sustainability policy, the study proposes to be sensible in comprehending sustainable terms/slogan. The research suggests encouraging the real environmental discourse, where brands should align their marketing messages with practical ecological actions. Taken together, these observations can help to create a more transparent, responsible, and environmentally friendly system of advertisements in Pakistan.

Recommendations

To government and regulation agencies, the study is relevant in that there should be more strict regulations on environmental advertisement and verification of green claims. Advertising firms ought to make sustainability messages and be consistent with the real ecological activities in order to prevent deceiving the consumers. Customers are advised to be skeptical about any claims that are related to the environment, and go beyond advertising to check on what is being practiced by the brand. To researchers in the future, the article proves the importance of using eco linguistic systems to examine commercial language use and provides a framework on which to examine the nature of language and sustainability in other non-Western situations.

Future Research Recommendations

Further investigation might involve the comparative analysis of green washing in different countries, multimodal eco linguistic analysis with text, image and digital media, and longitudinal research in which the change in environmental discourse is determined by analyzing the change in brand stories over time. The directions may also contribute to the advancement of knowledge in the field of linguistic strategies, as well as the perception of ecological and consumer behavior in the world.

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