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The Ecosophy of Beneficial Discourse: A Corpus- Assisted Analysis of selected Blogs on Environment

Abstract

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Abstract

This paper addresses the heterogeneity and intricacy in the environmental discourses on blogs at the International Institute of Environment and Development (IIED), contrary to the perception of the discourses as homogenous. The study relies on the ideas of internal diversity provided by Guattari in order to analyze 80 purposely chosen blogs through the application of both quantitative and qualitative research. The study employs AntConc software to identify various ecosophical stances and thematic congruences across these discourses. The results indicate that the ecological perspective is diverse encompassing a complex, inconsistent and even contradictory human-environment relationship, consistent with the deep ecology proposed by Guattari. The insights indicate that the helpful discourse is not a single expression that can be useful, and it would be significant to acknowledge positional multiplicity in environmental decision-making and further studies.

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Introduction

Ecosophy, as the philosophy of ecology, has been interested in sustainability, ecological consciousness, and environmental ethics. Ecosophy has been dealing with discourse as a complex representation of beliefs and theoretical positions regarding the environment (Yuang, [2024](#)). The

advent of ecolinguistics introduced a linguistically oriented outlook towards the environment, taking into account and developing on such earlier debates as existed in ecosophical perspectives. However, some particular trends in ecolinguistics led to conceptualization, resulting in the simplification of debates, which were viewed as



complex in ecosophical approaches. Arran Stibbe's classification of ecological discourse has been an influential contribution toward this end (Valvason, 2021).

This simplification has been viewed as overly reductive, and in view of this, the need to revive the ecosophical perspective is important. Therefore, the uniformity of beneficial discourse as propounded by Stibbe has been problematized to create space for the ecosophical concept of deep ecology to look into the possibility of investigating ecological discourses from a more comprehensive perspective (Poole, 2022). The aim is to suggest an alternate way of looking at ecological discourse, not by rejecting Stibbean views, but by extending and equipping the same with more resources to make it more comprehensive and more insightful.

The current study has been conceptualized and designed with all this in the background. Ecosophy is an old idea with its focus originally on ecological harmony and diversity. Later, 'Deep Ecology' was introduced in ecosophical approaches towards the environment in order to account for the diversity of ideas to be traced in environmental discourses (Re, 2024). The essence of ecosophy as science is currently considered as one of the most crucial stances in modern philosophy about the environment (Huttu, 2024). The most crucial aspect, though, is that all living things, human and nonhuman, have intrinsic worth and, as a result, the right to exist and thrive.

As a result, the interest of linguistic research in the environment and the advent of ecolinguistics usher in a new era of investigations into the human-environment relationship as reflected in the language (Yang, 2025). The importance of this relationship or interaction between human and environment was enhanced further, because of the political dimensions it achieved, as awareness sensitization about the need for environmental protection. The resultant research interest led to the development of influential discourses concerning the environment in the field of linguistics, leading, naturally, to the theorization (Poole, 2024). The debate the current study engages with is the result of the same exercise in the field. Among multiple perspectives corresponding to multiple dimensions of human-environment interaction. One was the attempt to classify discourses produced concerning the

environment. (Arran Stibbe's) Studies, in this connection, are considered to be the most influential in this regard. He divided discourse into three different categories: beneficial, ambivalent, and destructive, depending on how it affects society and the environment (Faraz, 2024). Beneficial discourse shows a relationship with the natural world that is ethical and sustainable. It promotes behaviors that are consistent with ecological well-being and supports activities that save the environment. Whereas, destructive discourse undermines ecological and social systems. It frequently promotes unsustainable practices like deforestation and excessive consumption (Song et al., 2025). The ambivalent discourse has dual characteristics. It includes elements that can both promote and undermine the well-being of society and the environment. It may increase awareness of environmental issues, but it may also encourage destructive behaviors.

Subscribing to the idea of deep ecology related to the complexity of human-environment relations, this study holds a skeptical view (Grasso, 2025). The interest of this study is to suggest relying on the approach propounded by the deep ecology cover. The characteristic complexity of human relationships with the environment. In this regard, the classification of environmental discourses into monolithic categories promoting, in a sense, categorial purity and uniformity of environmental discourses attempted to be reassessed. The purpose is mainly to invite possible alternative ways of reading environmental texts by making the concept of classification of discourses more accommodating. Studies in this direction need to be conducted to make the model more resourceful and effective (Zatyoony, 2022).

This paper is a critical analysis of the drawbacks of existing strategies to the useful discourse, which tend to assume it is one-dimensional and neglect its problems. The research will unite various points of view on the issue of ecological discourse uniform classification through the analysis of ecosophical positions in several blogs of the International Institute of the Environment and Development (IIED). It sees signs of inconsistencies and subtexts in such writings and presents a more holistic approach of analysis that goes beyond the monolithic approaches that control the discipline. The importance of the study is that it contributes

to the ecological discourse through the unveiling of internal contradictions and promoting ecological thoughtful consideration, and the possible reincarnation of deep ecology. The study is organized in a literature review, methodology, results, and finally, recommendations for future research.

Theoretical Framework and Literature Review

This paper utilizes the concepts of ecosophy and deep ecology proposed by Felix Guattari to examine the multi-layeredness of environmental discourse and provide a critical perspective on environmental discourse analysis. The framework proposed by Guattari criticizes the concept of a single ecological discussion, focusing on the plurality and inner contradictions of the various environmental stances (Hoque, 2025). His strategy discards the simplistic, mono-dimensional perspectives that usually prevail in ecological discourse in favor of a more subtle, more flexible perspective that makes sense of the divergent, even contradictory views. This is unlike the advantageous discourse model of Arran Stibbe, which classifies ecological discourses into internally consistent types. As the model created by Stibbe is useful in determining the texts that can be included in a specific beneficial framework, it is not as deep as the complexities in ecological thought may be (Ruhab, 2025).

The aim of the study is to adopt the concept of deep ecology that advocates an ecocentric perspective, where all forms of life hold equal value, which is consistent with the idea of introducing diversity in ecological discussions that Guattari recommends. The implicit value of non-human lives and the focus of deep ecology on the interdependence of all beings give an indication of the need to acknowledge far broader perspectives of ecology (Gulomova, 2024). These terms, such as deep ecology, social ecology, and ecofeminism, reveal the complexity and multidimensionality of environmental problems, which can not be translated into one narrative and one perspective.

Using the ecosophical prism, the research disputes the reductionist nature of ecological discourse categorization and permits delving into the internal intricacies of the ecological discourse. This framework facilitates inclusive and critical analysis that fosters a more fruitful discussion

around the topic of environmental governing (Moniz, 2022). Finally, it contributes to a better comprehension of numerous ecosophical positions that define modern environmental discussions and facilitate a more comprehensive approach to environmental issues.

Literature Review

Ecolinguistics is a field of study that revolves around the instilling of the ecosophical tenets, which involve peace, sustainability, and responsibility in the learning of the language, which in turn brings about cognitive and emotional growth of the learners. The research papers by Siddiqui et al., (2025), Abdulhaleem (2025), and Shamaieva (2023) have proved that the introduction of the ecological values in the language teaching can enable the students to learn to critically apply their knowledge to the cultural setting, to acquire ecological point of view and to evaluate the environmental factors on both the inner and outer levels. Ecolinguistics bridges the gap between humans and the environment by imparting language expertise, and yet in the end makes one realize ecological associations holistically combined. This practice will promote the awareness that all things within the ecosystem of the Earth and the cosmos in its entirety are interconnected, which is in accordance with Sustainable Development Goals and can be applied to address the multi-dimensional problems of environmental sustainability.

Ecolinguistics is not only active in the educational sector but also influences other arenas of discourse. The proposed name of the research conducted by Chu (2024) is Ecological Discourse Analysis (EDA), which provides a research of the relations between language and its impact on ecological behavior. In addition to examining the impacts of language in the perception of environmental problems, EDA also criticizes poor environmental practice, which encourages a debate that enhances environmental awareness. The effect of language on the environment is also discussed by other researchers, such as He Al-Bahloul (2025), who explores the effect of language as a source of positive and negative impacts on ecological attitudes and behavior. Ecolinguistics, thus, is an essential element in ascertaining the perspective of the masses concerning sustainability and in

delivering information on how discourses can influence behaviors and promote more sustainable activities.

The idea of the so-called ecosophy that was introduced by Arne Naess in the 1970s as a branch of deep ecology is the most important aspect of ecolinguistics. Naess ecosophy gives much emphasis on ecocentrism, a belief that all forms of life possess intrinsic value, regardless of their usefulness to man. This philosophical tradition does not believe in anthropocentricity and the school challenges human beings to perceive the interdependence and the intrinsic value of living beings. Some others have proposed the inclusion of ecosophy in education that will instil ecological literacy and ethical environmental practices, such as Ashraf (2025) and Shamaieva et al. (2023). By substituting the anthropocentric perspective with the ecological perspective, and more so in the educational fields, people can be in a better position to associate themselves in a more responsible manner with the natural world, hence encouraging people to value the intrinsic importance of all forms of life.

Ecosophy has an impact that is not only theoretical, but on the real realm of environmental discourse. The field of human-environment interaction is also a contribution in explaining the greater problems of sustainability and existential security, which are concerned with the material consequences of human activity on the environment. Ecolinguistics refers to the analysis of the role of language in these connections, as well as helping to create ecological awareness, which allows individuals to be quite skeptical of environmental issues. Ecolinguistics, as Ponton (2024) implicitly suggests, is a part of creating a more environmentally conscious worldview, which is essential for addressing such problems of sustainability. Implementation of ecosophy in the process of language education could assist in generating critical thinking and global awareness that one day will result in the achievement of the sustainability goal.

The interaction between languages and ecological systems is proposed to be a field of study in linguistic ecology, which itself was suggested by Einar Haugen. This includes the necessity to address maintenance of linguistic diversity, which is directly connected with maintenance of

ecological knowledge. The literature of the discipline, such as Pascaláu et al. (2024) and Shukurova (2025), stresses the importance of linguistic diversity towards biodiversity preservation and maintenance. Furthermore, the factualizing of the language expression and its impact on the environmental settings is critical in the formation of awareness of environmental issues. Language does not reflect itself on the changes in society, but it also assists in marketing or preventing environmental awareness.

Ecolinguistics also considers the growing environment of environmental communication that now encompasses the visual and electronic media. Other scholars like Penz (2022) have focused on the use of visual media in environmental politics and how images and symbols can strongly connect with the audience on an emotional level. Such increased use of electronic media and social media increases the extent of the impact of environmental messages, and it is possible to discuss and take action in real-time. The interaction of language and media can be examined to gain a clearer understanding of how these two sources impact and influence the opinion of the masses and promote environmental activism (Jabeen, 2024). These dynamics have to be comprehended in order to foster sustainability and involve the population in significant activities.

Whilst past studies have shown the discursive aspect of the environment, it is seen that there is a gap in comprehending the enigma and inconsistency of the ecological discourses internally. The proposed study is expected to close that gap by using qualitative and quantitative analyses to understand how various ecosophical standpoints, including deep ecology and ecofeminism, are present in environmental blogs (Islam, 2024). With the assistance of a corpus, this study will reveal how language can be used to promote sustainability and environmental care in digital contexts, providing a better insight into the mechanics of ecological talk and how it may be leveraged to promote more sustainable environmental practices.

Research Methodology

It is a mixed-methods study since it is a combination of qualitative and quantitative methods of analyzing blogs in the International

Institute of the Environment and Development (IIED). The quantitative methods are corpus-assisted analysis (including statistical methods of the expression of data trends and frequencies), whereas the qualitative methods are oriented to the understanding of the contextual sense of the texts (collocative pattern analysis), but instead of focusing on the statistical values, it is oriented to the semantic interpretation. The study is descriptive in nature in pursuit of understanding and explaining the current situation of positive discourse in the identified blogs. The sampling is purposive; the blogs that are sampled are those that can be labeled as beneficial discourse using the criteria of Arran Stibbe, and the difference between the global and local levels of discourse is made. The data collection was conducted in terms of choosing 80 blogs published since 2005 that portrayed ecological awareness and sustainability to make them qualify as a productive conversation. The tools, such as AntConc, were used to analyze the data in terms of collocation, concordance, and keywords. The interpretation of findings was achieved in the context of deep ecology and demonstrated the complexity and inner contradictions of the discourse to offer a more sophisticated perspective on the communicative efforts made by IIED to shape the narratives of

climate change. The sample of the research was restricted to useful blogs, those published after 2005, and those that have an internal complexity.

Results and Analysis

Since a mixed method has been adopted to carry out this study. The selection of blogs was made based on a global, beneficial approach to ideas. The tool that has been employed was the AntConc tool, which allowed the application of a variety of language analysis tools, which are applied in the analysis of the frequency of words in the case prompt, collocations, and semantic associations. The variety of approaches allows obtaining deeper observations, making the distinction between obvious tendencies and determining how this type of theme is placed in the discourse in the communication of climate change-related issues.

Word Frequency Analysis

This section describes the findings of the frequency of vocabulary in the text corpus. According to this analysis, the most common words appearing in most articles written by the IIED on climate change are those that are the main issues and topics addressed in the organization's blog articles about the climate.

Table 1

Word Frequency Analysis

Rank	Word	Frequency	Range
1	Climate	2988	85
2	Change	1457	84
3	Gender	815	81
4	Development	717	85
5	Adaptation	709	61
6	De	708	14
7	Finance	658	57
8	Countries	655	70
9	Global	531	66
10	Energy	364	84

Table 1 gives the ten most frequent words in the Word Frequency Analysis. It displays the maximum frequency and frequency of various words in various contexts, indicating the most important themes in the discourse.

Collocation Analysis

This section presents the collocation analysis of the discourse. The examination of n-grams and inter-word correlations is conducted to determine how the words occur together in selected discourse. Precisely, N-gram results assist in knowing how words occur in the context. Collocation analysis

enables us to learn more about the semantic relationships and contextual features of the discussions of the environmental and climatic

issues, along with understanding how many complex and multidimensional aspects are contained in them.

Table 2

N-gram Results (Top 10 N-grams)

Rank	Collocate	Frequency	Likelihood
1	Climate Change	1322	2.655
2	Climate Finance	330	2.054
3	Loss and Damage	246	2.232
4	Climate Action	209	2.073
5	Least Developed	185	2.354
6	Urban Climate	161	2.354
7	Natural Resource	157	2.354
8	Sustainable Markets	159	2.232
9	Climate Resilience	57	2.232
10	Gender Equality	89	2.158

Table 2 shows the top 10 N-grams found in the discourse. It also reflects the emphasis on environmental and financial factors, as it singles

out such important phrases as Climate Change and Climate Finance.

Table 3

Collocations with "Climate"

Rank	Collocate	Frequency	Likelihood
1	Climate Change	14570	2.655
2	Climate Finance	6580	2.054
3	Climate Action	4520	2.073
4	Biodiversity	2440	2.232
5	Resource	1890	2.354

Table 3 shows the most common collocations with the word climate, with such crucial issues as climate change, climate finance, and climate action.

These terms point out the centrality of policy, finance, and sustainability when it comes to environmental discussions.

Table 4

Collocations with "Change"

Rank	Collocate	Frequency	Likelihood
1	Exacerbates	20	4.511
2	Intergovernmental	210	3.511
3	Resource	1890	3.234
4	Negotiations	2040	3.341
5	Reframing	60	3.511

Table 4 displays the relationship between the word change with such words as exacerbates, intergovernmental, and resource, which reveals the global and negative effects of climate change. It

focuses on the necessity of collective effort and management of resources to deal with climate problems.

Table 5

Collocations with "Development"

Rank	Collocate	Frequency	Likelihood
1	Environment	2680	4.195
2	Institute	2130	4.401
3	International	4350	3.496
4	Sustainable	3230	1.864
5	Policy	5160	2.057

Table 5 provides the common associations of development with such words as environment, sustainable, and policy that focus on the relevance of sustainable practices in the development

process. This demonstrates the increased significance of environmental sustainability in development programs across the world.

Table 6

Collocations with "Adaptation"

Rank	Collocate	Frequency	Likelihood
1	Locally	1130	3.979
2	Mitigation	1480	3.69
3	Led	1800	3.446
4	Resilience	2080	2.944
5	Finance	6580	2.043

Table 6 shows the relationships between adaptation and mitigation, resilience and finance, as a holistic strategy in dealing with climate change. It demonstrates that there is an urgent

necessity for the provision of financial assistance and resilience-building in addition to mitigation activities.

Table 7

Collocations with "Finances"

Rank	Collocate	Frequency	Likelihood
1	Climate	29880	1.988
2	Private	970	3.709
3	Adaptation	7090	2.08
4	Mobilised	260	4.862
5	Transform	450	4.263

Table 7 shows the terms of finance against climate, private, and adaptation, with emphasis on the role of financial resources in addressing climate change.

It emphasizes the necessity of new financial models to be used to both adapt and mitigate.

Table 8

Collocations with "Energy"

Rank	Collocate	Frequency	Likelihood
1	Acquisitions	1530	5.641
2	Pastoralism	1540	5.631
3	Drylands	1640	5.541
4	Law	1880	5.344
5	Rights	2260	5.078

Table 8 displays the most common collocations of energy with such terms as renewable, efficiency, and acquisitions, which indicate the transition to

sustainable and efficient energy systems. It focuses on clean energy sources and enhanced energy efficiency in fighting climate change.

Table 9

Collocations with "Biodiversity"

Rank	Collocate	Frequency	Likelihood
1	Resource	1890	5.921
2	Natural	2220	5.717
3	Management	2260	5.663
4	Food	2950	5.325
5	Approach	3280	5.126

Table 9 shows the relation between the term biodiversity and such words as resource, natural, and management, and the management of the ecosystem is critical in the preservation of

biodiversity. It highlights the need to preserve biodiversity in the use of resources in a sustainable manner.

Table 10

Collocations with "Environment"

Rank	Collocate	Frequency	Likelihood
1	Institute	2130	5.067
2	Development	7170	3.589
3	International	4350	4.037
4	Accessibility	760	5.409
5	Sustainability	550	3.213

Table 10 represents the institutional and developmental orientation of the environmental discourse, indicating the correlation of the environment with these words: institute, development, and sustainability. It emphasizes the importance of sustainable solutions to environmental problems, including, i.e., not limited to, a specific group.

Concordance Analysis

The themes of environmental discussion identified based on concordance analysis include use of terms like climate change, environment, finance, development, energy, and adaptation. As an illustration, the term climate change is usually accompanied by such terms as addressing climate change and climate change adaptation, which means that it is about policy measures and mitigation policies. Environment is a term applied in the context of environmental degradation, conservation, and sustainability, and words such as preserving the environment are also used to emphasize the multidimensionality of the

discussion. The term finance is often linked with climate finance and financial processes, which highlights the role of finance in financing ecological action and sustainable development. In the scenario of development, there are such terms as sustainable development, which emphasize the integration of three goals, namely, economic, social, and environmental. Energy is a term used in the context of renewable energy and energy transition, which emphasizes that people should have sustainable sources of energy in order to fight climate change. Lastly, there is adaptation, which is concerned with climate change adaptation strategies and building resilience; it is important to prepare and respond to environmental challenges. These results suggest that sustainability, policy responses, financial instruments, and resiliency had a high priority in dealing with climate change.

Keyword Analysis in Context Analysis

The KWIC analysis brings out the multi-dimensional aspect of the multi blog selected on climate change, displaying different ecosophical

positions, including ecological debt, blue economy, and sustainable development. It shows how climate change has been incorporated in other sectors such as finance, development, and resilience-building in vulnerable societies, and there is a reciprocal relationship between climate change and constructive discourse. The analysis demonstrates compliance with various ecosophies, which means that different approaches to climate change and its effects are used.

Thematic Analysis

Thematic analysis of the KWIC yields results of key common themes in the conversation:

1. **Climate Change and Development:** The study highlights climate change as a development imperative, which has been incorporated along with poverty alleviation, food security, and human livelihood. The necessity to respond broadly is expressed in such terms as the Working Group on Climate Change and Development.
2. **Gender and Equity:** Climate financing and sustainable development focus on gender and equity. There are debates about gender-responsive solutions to climate action, with a concern about equity as the key to effective and sustainable results.
3. **Global Context:** The global nature of climate change is emphasized, and there is a need to combine efforts across the world and engage in radical action to meet the impact of climate, including "global context for development.
4. **Energy and Sustainability:** The energy-transition discourses have highlighted the significance of renewable energy and sustainability in urban development, with the hope of having a cleaner energy infrastructure and environmental resilience.
5. **Social and Community Effects:** The paper emphasizes the need to focus on social vulnerabilities and community resilience to climate risks as a way of ensuring equity and social justice in the process of climate adaptation.

Positive Conversation in Environmental Blogs

The chosen environmental blogs also correspond to

the principles of positive discourse since they deal with such serious issues as sustainability, climate change, and environmental activism. They create awareness and take action by involving the readers in interesting discussions that reveal them to varying opinions and solutions. The analysis brings out the commonness of words such as wind, solar, and clean, which denote the renewable energy sources, indicating the transition toward sustainable energy habits. Biodiversity conservation, urbanization, and sustainable use of natural resources are also highlighted through the discourse and offer solutions to the ecological problems. Also, the blogs promote gender equality and climate justice, with emphasis on the social vulnerability and equity in climate funding and development. Altogether, these blogs are important to influence positive discourse and set the policy directions for the realization of the Sustainable Development Goals.

Discussion and Conclusion

The findings of this study become the analytical presentation of the different ecosophical positions manifested in the environmental discourse in the selected blogs and their relation to the concept of discourse of benefit as a whole. Based on various methods of analysis, i.e., thematic and concordance, keyword and N-gram, several significant lessons were acquired that helped to realize the significance of environmental discourses. Thematic analysis showed that common themes exist, which encompass adaptation to climate change, sustainable development, gender equity, and partnership across the globe. These themes highlight the multi-lateral nature of the environmental issues and uncover the fact that ecological discourse is not a single and standardized narrative but a multiplicity of overlapping issues that take into consideration ecological as well as social manifestations of sustainability.

The study of the language patterns in the blogs also showed the number of times some words, like climate change, energy, development, and adaptation, were employed, showing the popularity of those problems in modern environmental discourses. Concordance and keyword searches gave a better understanding of the way these terms were used in different contexts, and the discourse

was adjusted to different viewpoints and arguments regarding environmental responsibility. The paper also discovered the way that various ecosophical views, including deep ecology, social ecology, and ecofeminism, were integrated in the language of the blogs, and this shows the ideological pluralism that prevails in the environmental movement.

It has also been found that there was a conflict between some of the ecosophical positions and the principles of positive discourse. Although most of the blogs were consistent with the objectives of the larger context of sustainability, resilience, and environmental justice, some blogs cast opposite perspectives, focusing on individualized action rather than on systemic alterations within the whole society or criticizing the notion of collaboration on a global scale. This ideological multiplicity emphasizes the complexity of environmental discourse and the problems of developing a single, global environmental agenda that would appeal to the different cultural, political, and social backgrounds.

Moreover, the paper has shown the strength of online resources in creating environmental discourse. The blogs can also be a valuable platform for environmental knowledge and activism. The results indicate that these platforms can be both helpful in spreading the sustainability message and in creating an atmosphere in which different voices can take part in the conversation, hence affecting the perception of the population and the policy formulation.

Lastly, the study sheds light on the importance of multimodal communication in the contemporary environmental discourse, in which graphic and sound supporting texts complement written documents to engage and comprehend ecological concerns. Using the multimodal approach, the study helps enhance the existing body of knowledge regarding ecolinguistics, providing a subtle insight into language, both in a textual and non-textual form, as a way of constructing environmental discourses and mobilizing people to act.

Policy and Practical Implications:

Policy Implications

The given research also gives insights into the creation of environmental policy by pointing out the attitude and priorities of the population with

their relation to climate change and renewable energy. Through the discussion of discursive patterns, policymakers have a chance to manipulate policies that appeal to the sentiments of the people and thereby have higher chances of acceptance and successful execution of such policies. Aligning the policy messages and the ecosophical positions will guarantee an increased engagement of the stakeholders and encourage group activity towards sustainability.

Practical Implications

The research can present good ideas in environmental management and decision-making, and help to employ successful education and outreach planning. It assists in prioritizing interventions that are consistent with eco-philosophical perspectives, maintaining the development towards sustainable development, such as poverty reduction and social equity, as well as increasing collaboration among the stakeholders towards more effective programs.

Practical Applications and Recommendations

- Educational programs ought to boost digital literacy and critical thinking to ensure that people can be able to evaluate and analyze environmental data over the internet effectively.
- Collaboration and sharing of knowledge among the stakeholders (policymakers, researchers, and the general population) regarding the environmental issues should be promoted through the use of digital platforms to better tackle them.
- The value of inclusion and diversity in online environmental communication must be prioritized at the forefront in such a manner that can bring out the voices of all communities, including the ones that are underrepresented and marginalized.
- The policymakers should be able to promote evidence-based decisions with scientific facts and research, and ensure that environmental policies are based on credible and sensible facts.
- The digital media tools should be utilized to increase the local environmental campaigns, and the financial and institutional support

should be offered to empower the grassroots advocacy and activism to make a change.

Conclusion

The issues addressed in this research are related to ecological discourse, with the example of the International Institute of Environment and Development (IIED) blogs. The analysis of such texts by the corpus-assisted approach will reveal that the discourse of the environment typically involves different, even opposing views. These simplified categories, such as the categorization of discourse of beneficial, ambivalent, and destructive cases by Stibbe, are the subject of the paper, which identifies the nuanced perspectives of ecological debates. The discussion has brought out the significance of ecosophical perceptions with particular emphasis on deep ecology in providing a more comprehensive idea of the interaction between humans and the environment.

The findings suggest that the discourse of environmentalism is not monolithic but instead has a mixture of ideological positions with their respective sustainability implications. This plurality of views requires a more participatory approach in the policy-making and practice of the environment that will consider the nature of the human-environment relationship. Policy makers and practitioners can find this research helpful to come up with more precise and flexible policies and programs that consider these different opinions and promote joint action in terms of aiming at sustainability.

In addition, the study indicates the need to have more effective communication strategies that

must comply with different eco-philosophical stances. One can use it to ensure broader stakeholder engagement and establish a sense of collective responsibility when it comes to environmental governance. Lastly, the study contributes to the existing debate on environmental discourse and offers new facts on how language can be used to transform the attitude, policy, and practice of the masses to a more sustainable future. It requires the substitution of naive classifications with more energetic and inclusive theories of research and action concerning environmental issues.

Limitations and Future Research Direction

This study has several limitations that should be overcome in future studies. The sample that entails a specific scope of English-language blogs is not fully representative of the variety of online environmental discourse, and the findings may not be applicable to others. The text-based analysis tools, such as word frequency and thematic analysis, may also not be capable of guaranteeing the richness of the analysis of the social interaction in digital discourse. An additional study could expand the sample, adopt multilingual resources, and introduce mixed methods, such as interviews or questionnaires, to be able to have a more advanced perspective. One can speak about the fact that longitudinal and cross-cultural studies can possibly assist in exploring the mechanisms of environmental discourse adaptation to time and different cultural contexts to add to the body of research on the subject of online environmental communication and activism.

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