Salience and Erasure in Environmental Advertisements: An Ecolinguistic Study

Mervat Farooq Younis[1] 🔘 **, Rufaidah Kamal Abdulmajeed [2]** 🔘

Department of English Language, College of Education for Women, University of Baghdad, Baghdad, Iraq [1]

Department of English Language, College of Education for Women, University of Baghdad, Baghdad, Iraq [2]

mervat.farooq1203a@coeduw.uobaghdad.edu.iq [1]
rufaidah.kamal@coeduw.uobaghdad.edu.iq [2]

Abstract

Ecolinguistics is a twofold field in which ecology and language are its two major concerns. That is, this field is concerned with the way through which our thoughts, ideologies and the like influence the environment. The present study aims at analyzing (6) constructive and destructive environmental advertisements to find out how the techniques of erasure and salience operate in these types of advertisements. It studies the linguistic expressions that achieve these techniques in the constructive and destructive advertisements. The qualitative and quantitative methods are exploited in the current study. Analyzing (6) constructive and destructive environmental advertisements in accordance with Stibbe's (2015) model of salience and erasure accomplishes the qualitative approach whereas accounting the frequencies and percentages of salience and erasure occurrences in constructive and destructive environmental advertisements accomplishes the quantitative approach. The model of the analysis used in the present study is of Stibbe's (2015) theory of erasure and salience. The main finding shows that the technique of salience is employed more frequently in constructive advertisements than that of erasure, whereas the same techniques are equally used in destructive advertisements. The main conclusion of the present study reads that the technique of salience is appropriate for constructive advertisements since it highlights the important aspects of the environmental advertisements

Keywords: Constructive Language, Destructive Language, Ecolinguistics, Environmental Advertisements, Erasure, Salience

الإظهار والإخفاء في الإعلانات البيئية: دراسة لغوية بيئية

ميرفت فاروق يونس ¹ (iD) ، **رفيدة كمال عبدالمجيد** ² (iD)

قسم اللغة الانكليزية، كلية التربية للبنات، جامعة بغداد، بغداد، العراق ¹

قسم اللغة الانكليزية، كلية التربية للبنات، جامعة بغداد، بغداد، العراق ²

mervat.farooq1203a@coeduw.uobaghdad.edu.iq ¹
rufaidah.kamal@coeduw.uobaghdad.edu.iq ²

المستخلص

أن علم اللغة البيئي هو مجال ذو شقين، حيث تشكل البيئة واللغة جانبين رئيسيين فيه، أي أن هذا المجال يهتم بالطريقة التي تؤثر بها أفكارنا وأيديولوجياتنا وما شابه ذلك على البيئة .تهدف الدراسة الحالية إلى تحليل (٦) إعلانات بيئية بناءة وهدامة لمعرفة كيفية عمل تقنيات المحو والبروز في هذا النوع من الإعلانات كما ويدرس التعابير اللغوية التي تحقق هذه التقنيات في الإعلانات البناءة والهدامة ويتم استغلال الأساليب النوعية والكمية في الدراسة الحالية .إن تحليل (٦) إعلانات بيئية بناءة وهدامة وفقًا لنموذج (2015) Stibbe للمحو والبروز يحقق النهج النوعي، في حين أن حساب التكرارات والنسب المئوية لحدوث المحو والبروز في الإعلانات البيئية البناءة والهدامة ينجز النهج الكمي .أن نموذج التحليل المستخدم في هذه الدراسة هو نظرية ستيبي (٢٠١٥) حول المحو والبروز .وتبين النتيجة الرئيسية أن أسلوب البروز يستخدم بشكل متكرر في الإعلانات البناءة أكثر من أسلوب المحو، في حين أن نفس الأساليب تستخدم بالتساوي في الإعلانات الهدامة .الاستنتاج الرئيسي للدراسة الحالية هو أن أسلوب البروز مناسب للإعلانات البناءة لأنه يسلط الضوء على الجوانب الهامة للإعلانات البيئية

الكلمات المفتاحية: الإخفاء، الإظهار، الإعلانات البيئية، اللغة البناءة، اللغة الهدامة، علم اللغة البيئي

1- Introduction

The human awareness about ecology has risen to the level of ultimate concern about the danger human faces about the ecological system round. Orr (1992) claims that "For the past five hundred years, our sciences, social sciences and humanities alike have been committed to extending and celebrating the human domination of nature." (p145)

In 1970, Einar Haugen created "The Ecology of Language" to refer to a "new ecological study of the interrelations between languages in both the human mind and in multilingual communities." (Fill & Mühlhäusler, 2001, p1) After one decade, the term 'ecology' witnesses a dramatic widening in scope in relation to linguistics. It appears in pragmatics, discourse analysis, anthropological linguistics, language teaching, stylistics and other branches of linguistics wherein the ecological parameters are used to measure the relationship between environment and linguistics. Later on in 1990s, "all the different approaches which in some way link the study of language with ecology were brought together, and a unified - though still diverse - branch of linguistics was established, which was called ecolinguistics" (Fill & Mühlhäusler, 2001, p1)

Ecolinguistics refers to the linguistic analysis of texts from ecological perspectives. To put it more simply, the linguistic theories can be adapted so as to achieve the aims of the ecological studies. Among these theories are van Dijk's (2008) and Fairclough's (2003) theories of critical discourse analysis (Henceforth, CDA) and the cognitive linguistic theory which examines the metaphor of (Lakoff & Johnson, 1980). The current study aims to fill this gap of knowledge since there is no empirical study that tackles erasure and salience in the constructive and destructive environmental advertisements. Hence, the present study aims at investigating the techniques of erasure and salience in (6) environmental advertisements.

It strives to answer the following questions:

1. Which of the techniques of erasure and salience are used more frequently in environmental advertisements?
2. How does erasure and salience function in constructive and destructive advertisements?

2- Theoretical Framework
Key Words
2-1 Ecolinguistics: An Overview

Every new discipline has established and emerged, not from a vacuum, but as a result of engaging with certain social and academic backgrounds. Ecolinguistics is one of these disciplines if one looks back to the reasons behind its emergence. To some extent, "the historical backdrop to ecolinguistics is the ecological crisis that is said to characterize the Anthropocene." (Zhou, 2022, p461)

For Zhou (2022), ecolinguistics is mapped onto the ecological crisis which is regarded as an essential cause:

> Traced to a point of departure in response to the ecological crisis,

Mervat F. Younis ✉*Email:* mervat.farooq1203a@coeduw.uobaghdad.edu.iq
*http://*jcoeduw.uobaghdad.edu.iq/index.php/journal

> ecolinguistics must necessarily address four main issues: (1) the birth of the ecology of language as an ecological metaphor, (2) the contributions of linguists to ideological problems like anthropocentrism in a literal sense, (3) the contemporary disconnection between ecological problems and linguistics, and (4) some preliminary consequences how the environmental crisis is reflected in both linguistic studies and how language bears on linguistic actions and habits that affect environmental issues. (p464)

The term "Ecolinguistics" has been used to refer to the language in connection with various studies of texts such as analysis of text about environment, words in relation to objects in local environment and many other diverse areas of environment. Milstein et. al., (2009) summarize the ecolinguistics concept as follows:

> Research and theory within the field are united by the topical focus on communication and human relations with the environment. Scholars who study environmental communication are particularly concerned with the ways people communicate about the natural world because they believe such communication has far-reaching effects at a time of largely human-caused crises. (p344)

"The multiplicity of approaches arises from different understandings of the concept of 'ecology', from a very broad concept of "the interaction of some things with other things" to narrow concepts such as those "related to environmentalism." (Stibbe, 2015, p8) Therefore, it is "an umbrella term for a wide range of approaches, with different aims and goals." (Stibbe, 2015, p183) Ecolinguistics has been divided into two parts; ecology and linguistics. This study presents a thorough discussion of these two parts beginning, first, with the prefix 'eco'.

In response to this concern, there has been an ecological turn in the humanitarian and social sciences fields. No longer are the topics of these sciences seen in isolation. They appear to be connected and become an integral part of the environment of the living world. These fields are shaped by the natural world and become part of it. They start addressing and tackling ecological issues and challenges human beings are facing, such as food security, water shortage, global warming, contamination and other environmental crises.

Furthermore, Steffensen & Fill (2014) point to four different approaches which present different interpretations of the term 'ecology': They are:

> The first approach sees language as existing in a symbolic ecology, where different languages interact with each other in a given location. The second approach sees language as part of a sociocultural ecology where it shapes societies and cultures. The third approach is concerned with cognitive ecology and how the cognitive capacity of organisms affects how they adapt to their

Mervat F. Younis ✉*Email:* mervat.farooq1203a@coeduw.uobaghdad.edu.iq
http://jcoeduw.uobaghdad.edu.iq/index.php/journal

environment. Finally, there is a natural ecology which is concerned with the relationship of language to its biological and physical environment. (p7)

Several disciplines integrated with ecology have been rising; ecocriticism, ecopoetics, ecofeminism, ecopsychology, ecosociology, political ecology and finally the scope of the current study, environmental communication. (Stibbe, 2015, p7)

The second part of the concept 'Ecolinguistics' is linguistics. It refers to the linguistic analysis of texts from ecological perspectives. Too many linguistic theories that deal with language from cultural and social points of view. Examples are van Dijk's (2008) and Fairclough's (2014) theories of CDA which deal with the topics of racism, power, and sexism; and Lakoff & Johnson's (1980) theory of cognitive linguistics. These theories focus exclusively on human relations, which was the case in the past. But, since the ecological studies are shown up, it becomes easily adapted and applied to the ecological studies.

In ecolinguistic analysis of, for example, an ideology in a text in ecology, the main point to be dealt with is how "it encourages people to preserve or destroy the ecosystems that support life." (Stibbe, 2015, p24) Since there is no process to decide whether the ideology in this text is constructive or destructive.

Moreover, Rasheed (2003) insists that "when discussing something as ecology, it is critical to keep in mind that it falls under the umbrella of the idea of an organism or a community of organisms as a living system; otherwise, the term ecology will lose its meaning." (p3)

2-2 Constructive and Destructive Aspects of Language

The constructive language, on the one hand, refers to the type of discourse that emphasizes the importance of promoting the ecological perspectives by making "them as useful alternative ways of telling stories about the world and help them to become widespread, even if they are currently relatively unknown." (Stibbe, 2015, p30) Accordingly, the constructive language motivates the reader to care about the environment and fight against the campaigns which lead to environmental destruction. In this regard, Schultz (2001) underscores that "The issue should be brought to the attention of teachers, who can raise it in their classes and encourage the use of non-exploitative language. The future can be won or lost in the language adopted today." (p113). Hence, the constructive language is the emergent call for every human since it aims at protecting and maintaining the ecosystem of the planet. In doing so, there must be a real move to fight language exploitations by teachers, establishments and the like to make a departure from the negative side to the positive, as far as saving the environment is concerned.

Destructive language, on the other hand, refers to the type of discourse that encourages the readers to consume the products on the behalf of the environment of the globe. According to Gare (1996), it is the economics that become the prime interpreter of society to its members, providing them with the concepts in terms of which they were able to define and legitimate their

Mervat F. Younis ✉*Email:* mervat.farooq1203a@coeduw.uobaghdad.edu.iq
*http://*jcoeduw.uobaghdad.edu.iq/index.php/journal

relationships to each other, to society and to nature." (p144) Being destructive, as Stibbe (2015) intensifies, indicates that the type of language that highlights the "industrial agriculture, particularly the animal production industry." (p27) Thus, the tendency is towards consuming, polluting and harming a large amount of environmental resources (Baroni et. al., 2006, p270)

2-3 Erasure

Erasure, on the one hand, is defined as the technique that is used in ecolinguistic in order to find out what has been marginalized or omitted from a text or a discourse. It is emphasized that linguists' attentions are not only paid to overt 'participants' but also to covert, marginal or even erased ones in a text or discourse. More importantly, ecolinguistics does a critical role which is "investigating the linguistic workings of erasure, examining what has been erased by texts and discourses, considering whether that erasure is problematic, and if it is, then how what has been erased can be restored to consciousness." (Stibbe, 2015, p145)

Fairclough (2003) presents that the reason behind exploiting an 'abstract language' in erasure technique is to gloss over 'concrete details', and, thus, participants become 'absent' or 'backgrounded'.

When speaking about erasure, it is highlighted that this technique refers intentionally to something vital that has been taken out or excluded to become marginal or ignored in a discourse. (Stibbe, 2015, p146) Whiteness studies, as Ferber (2007, p265) illustrates, consider 'race' and 'privilege', but omit 'gender'.

In more technical terms, the erasure technique means "a form of exclusion or marginalization, particularly in relation to identity categories', and 'exclusion' as 'An aspect of social actor representation where particular social actors do not appear in a text or as part of a discourse." (Baker & Ellece, 2011, pp40-44) Stibbe (2015) underscores that the role of the erasure technique becomes beneficial once it has been exploited by analysts to highlight the erased elements and bring them back into examination. (p146)

2-3-1 Linguistic Manifestation of Erasure

Stibbe (2015) classifies the technique of erasure into three types:

1) **The Void**: refers to the type of erasure where 'something important' is totally erased or hidden from a discourse. The total omission of the 'ecological embedding of human economics' on the spectrum of neoclassical economics is considered as a typical instance of the void type of erasure. According to Williams and McNeill (2005) as cited in Stibbe (2015), the textbook *'Microeconomics'* gives an instance of this type in which the important details and humans' dependency on the animals, plants, and other ecological and environmental aspects are erased.

2) **The Mask**: refers to the second type of erasure. This type is achieved when 'it is erased but replaced by a distorted version of itself'. The unique features of animals, planet and plants and the like are replaced with abstract features is an example of the second type of erasure. More

Mervat F. Younis ✉*Email:* mervat.farooq1203a@coeduw.uobaghdad.edu.iq
*http://*jcoeduw.uobaghdad.edu.iq/index.php/journal

precisely, it is achieved when "animals and plants have been erased and replaced with a distorted version of themselves"(i.e., the stock of biological resources). (Stibbe, 2015, p152)

3) **The Trace**: this type of erasure is accomplished when 'something is partially erased but is still present.' To put it differently, this type is seen when discourses reflect the faint vision of the natural world rather than its authentic one.

2-4 Salience

On the other hand, Stibbe (2015) says that salience means prioritizing a particular situation of life by giving it a higher emphasis. To put it differently, it is salience that promotes 'an area of life' through using all representative assistance (i.e., linguistic or visual and the like).

Salience is defined as "The degree to which an element draws attention to itself due to its size, its place in the foreground or its overlapping of other elements, its colour, its tonal values, its sharpness of definition and other features." (Kress and van Leeuwen, 2006, p210) Thus, the emphasis is given to visual representations when doing salience.

2-4-1 Linguistic Manifestation of Salience

The linguistic patterns that represent certain entities are given prominence to denote salience when they are put together in a picture, a text, an advertisement and the like. Consider the following examples:

Example (1)

We have two Boars – Pumba and Naughty Nigel. Pumba is a gentle giant, and loves his ears being scratched, but don't get between him and his food! Nigel is slightly shy, although not when it comes to his wives! (Stibbe, 2015, p166)

This example shows how pigs are highlighted and given prominence by personalizing them as if they were human beings. The technique that is exploited in this extract to achieve salience is giving these pigs names such as 'Pumba'' and 'Nigel' rather than treating them as entities that are depicted for death. (Stibbe, 2015)

Example (2)

Chickens are inquisitive, interesting animals who are as intelligent as mammals such as cats, dogs, and even some primates. They are very social and like to spend their days together, scratching for food, taking dust baths, roosting in trees, and lying in the sun. (Stibbe, 2015, p169)

Again, example (2) depicts chickens as human beings through using the adjectives 'inquisitive' and 'intelligent'. Besides, the verbs 'scratching', 'taking', 'roosting' and 'lying' are also exploited so as to personalize chicken as if they lead their lives as humans do. (Stibbe, 2015)

2-5 Metaphor

Metaphor is regarded as "one of the features of environmental discourse." (Harris, 2001, p154) Besides, Chilton & Schäffner (2011) define metaphor as "work by applying one taken-for-granted field of knowledge and applying it to another." (p320). In this regard, Martin (2005) adds that metaphors "imply

an identity between otherwise different things." (p78) while Stibbe (2015) regards it as "a story that describes something as if it were something else." (p63)

Hence, "metaphor is a mixture of talk that implicates the real world with the imaginary talk and it means the transfer in the meaning of one expression and its application to another one." (Abdulmajeed and Younus, 2018, p88)

With regard to the metaphor that is related to ecolinguistics, Stibbe (2015) speaks that it is feasible to determine different logical progressions that could result from the application of the metaphor and weigh their benefits and drawbacks. What matters most in terms of ecolinguistics is whether metaphors are harmful, neutral, or advantageous from an ecological standpoint.

2-6 Ideologies

Ideologies are explicated as "belief systems about how the world was, is, will be or should be which are shared by members of particular groups in society." (Stibbe, 2015, p32). For Mehdi (2020), ideology is considered as "a cognitively determined concept that is manifested via language use." (p8)

It is mentioned that there are "characteristic ways of speaking, writing or designing visual materials that are common to the group, in fact, which define the group." These characteristics clarify "standardized ways that particular groups in society use language, images and other forms of representation" through which vocabulary, grammar and other ways of linguistic representations stories can be revealed. (Stibbe, 2015, p22)

The focal point of the ecolinguistic analysis is the "linguistic features", as Stibbe (2015) says, since they are used to reveal the ideologies, for he believes that "in ecolinguistic analysis of an ideology, the question is not whether it is true but whether it encourages people to preserve or destroy the ecosystems that support life. (p24)

3- The Analytical Part

3-1 Methodology of the Study

A qualitative research design is used to investigate the topic under analysis by locating the erasure and salience strategies used in the environmental advertisements. Moreover, the sampling strategy is used as a maximum variation approach (Coyne, 1997). This strategy is purposely used because almost all advertisements have the same strategies of erasure and salience. Out of (20) advertisements collected for the purpose of this study, only (6) are selected to be a good representative sample. They are collected from websites for the purpose of analysis.

To enhance the qualitative approach, the researchers adopt the quantitative approach which together serve to answer the research questions. While the first one works in accordance with Stibbe's (2015) techniques of erasure and salience, the second employs the frequencies and percentages when analyzing the data in question. The data of the present study encompasses (6) advertisements that are related to the environment of the globe.

Mervat F. Younis ✉*Email:* mervat.farooq1203a@coeduw.uobaghdad.edu.iq
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3-2 Data Analysis

This section is concerned with analyzing (6) advertisements in accordance with Stibbe's (2015) model of erasure and salience. Additionally, frequencies and percentages are also used so as to find the similarities and differences when using erasure and salience in the selected advertisements.

Advertisement (1)

A. Salience

What has been prioritized in advertisement (1) is that people must save the world. This positive action, therefore, can be achieved by saving trees. Thus, the advertiser gives importance to the green side of the environment since it supplies our planet with Oxygen. More adequately, the deforestation is the current disaster that most countries do, which can be stopped through saving and planting trees. Hence, it is a call for saving the trees from being uprooted, which is the remedy to defeat the deforestation.

Advertisement (2)

A. Erasure

To speak about their own advantages requires the advertiser to employ the technique of erasure. To erase means to hide something important either totally, partially or leaving a trace. What has been erased in advertisement (2)

is that people should only think about using the advertiser's construction tools and machines to build their residential or commercial projects. Thus, the **void** type of erasure technique is achieved. As such, this advertisement is a motivation to the reader to think about their own lives and neglect the lives of animals, birds and other creatures, and, accordingly, such advertisement highly affects the ecosystem of the planet.

B. Salience

In advertisement (2), the advertiser exploits the technique of salience for the sake of highlighting the construction tools and machines. The linguistic expressions *'Site Preparation for Your Residential or Commercial Project'* have been adopted. This means that the advertiser saliently gives prominence to the construction machines at the expense of the homes of other innocent creatures of earth. To put it differently, the advertiser aims at encouraging the reader to utilize these tools when doing construction projects. In doing so, he/she tries to shift their awareness concerning issues that are related to the ecological aspects of our planet.

Advertisement (3)

A. Erasure

According to the linguistic expressions that are used in advertisement (3), the advertiser calls for the technique of erasure for hiding something important. That is, departure of lives of millions of birds, animals, and other creatures because of cutting trees. The initiation of this technique is attributed to the types of the **void** and **trace**. While the first type is achieved when something important is missing from the message, the second type is achieved when something is partially erased but it is still evident. Accordingly, while the departure of lives of millions of birds, animals, and other creatures is missing from the message, the fallen tree is still bleeding.

B. Salience

As far as ecosystem balance is concerned, the advertiser exploits the linguistic and non-linguistic factors to bring the crisis of cutting trees into the front line of the advertisement. In relation to the linguistic expressions, it is seen that the advertiser wants the reader to carefully reconsider the essential process of

cutting trees. He/she aims to shed the light on the brutal damage of humans. Besides, he/she motivates the reader and the consumer to fight such processes and support such campaigns.
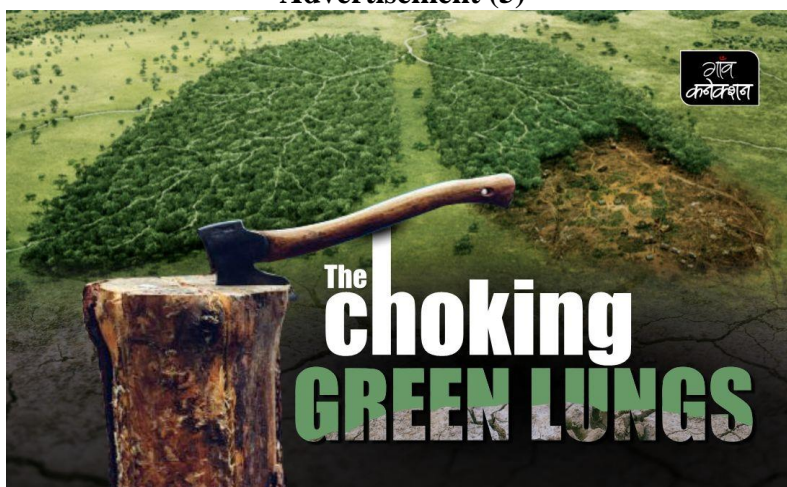
Advertisement (4)

A. Erasure

The technique of erasure is accomplished when something important is being missed from the message of the advertisement. Based on the linguistic expressions, the advertiser omits the way he/she exploits innocent animals through using the mask type of erasure technique. The reason behind that is to gain the reader's attention to buy his/her product.

B. Salience

To persuade the reader about his/her product reveals the reason behind initiating the technique of salience in advertisement (4). Thus, the importance is given to the shoes that are made from leather when repeating the adjective 'real' twice in the sentence: *'REAL MEN WEAR REAL LEATHER'*. Accordingly, it is a direct motivation to make the reader buy the product 'leather shoes' since the masculine language is being exploited. Hence, the ecosystem of the earth is neglected since the emphasis is given to the product.

Advertisement (5)

A. Salience

The technique of salience is initiated when the advertiser exploits the linguistic expressions **'THE CHOKING GREEN LUNGS'**. The reason behind doing so is to necessitate the vital issue of cutting trees. In addition, this advertisement is considered as an emergent alert to humans since trees are depicted as the lungs of the planet through which the planet is breathing. As such, cutting trees leads to make the world choke, as far as the ecosystem of earth is concerned.

Advertisement (6)

A. Erasure

The linguistic expressions 'Finally a way to get the perfect leather sofa you've been dreaming' that are used in this advertisement illustrate that the advertiser calls for the mask type of erasure technique so as to partially delete the source of the leather that is used in the production of this furniture. More precisely, the advertiser avoids mentioning how these products are made through using the erasure technique. Accordingly, the ecosystem of the planet will be damaged if people consume these products on the behalf of innocent animals.

B. Salience

The technique of salience takes place when the advertiser speaks about his/her products. To achieve this, the linguistic expressions **'FINALLY! A WAY TO GET THE PERFECT LEATHER SOFA YOU'VE BEEN DREAMING OF'** are exploited. As such, the advertiser aims at shifting the reader's attention towards his/her products of furniture. In doing so, he/she care only about his/her own benefit on the behalf of the ecosystem of the planet.

3-3 Results and Discussion

It is found that advertisements (1), (3) and (5) are used to achieve the constructive purposes of the advertiser in which s/he aims at saving the ecosystem of the planet. More appropriately, it is shown in these advertisements that the advertiser calls for the techniques of erasure and salience to encourage the reader to care about planting and saving trees from destruction. The reason behind doing so is make the reader aware of the

damages of such issues since trees are considered the lungs of the planet through which the Oxygen is made as well as being the constant of millions of birds, animals and other creatures. Hence, the techniques of erasure and salience are used to prioritize the vital role of trees in the sustainability of the planet as a whole, as shown in table (1).

Table (1) Erasure and Salience in Constructive Advertisements

Advertisement Number	Type of Technique			
	Erasure		Salience	
	Freq.	Per.	Freq.	Per.
Advertisement 1	0	0	1	33.3
Advertisement 3	1	100	1	33.3
Advertisement 5	0	0	1	33.3
Total	1	100	3	100

Table (1) explicates that the technique of salience is frequently used in comparison with the other technique. It is shown that salience is employed in all advertisements while erasure is only employed in the third advertisement with the total frequencies (3) and (1) times respectively.

It is also found that these advertisements are used to accomplish the destructive purposes of the advertiser. That is, the advertiser aims at achieving his/her own benefit on the behalf of the environment and innocent animals. Advertisements (2), (4) and (6) reveal the negative perspective of the advertiser since s/he motivates the reader to consume as possible as he/she can. In advertisement (2), the techniques of erasure and salience are used to invite the reader to use his/her construction tools on the behalf of forests and fertile lands. In advertisements (4) and (6), the advertiser exploits the erasure and salience techniques so as to hide killing animals and show the quality of leather. Despite the importance of these animals to the environment and ecosystem of the planet. Instead, the advertiser encourages the reader to exploit his/her product on the behalf of these innocent animals.

Table (2) Erasure and Salience in Destructive Advertisements

Advertisement Number	Type of Technique			
	Erasure		Salience	
	Freq.	Per.	Freq.	Per.
Advertisement 1	1	33.3	1	33.3
Advertisement 3	1	33.3	1	33.3
Advertisement 5	1	33.3	1	33.3
Total	3	100	3	100

Table (2) shows the employment of erasure and salience techniques. These techniques are equally used in the destructive advertisements (2), (4) and (6) with the total frequencies (3) for each.

According to the results that are presented in table tables 1 and 2, the technique of salience is frequently adopted in environmental advertisements with the frequencies of (3) times in both the constructive and destructive advertisements. Thus, the first research question which states "Which of the techniques of erasure and salience are used more frequently in environmental advertisements?"

Besides, the techniques of erasure and salience are differently employed in environmental advertisements. That is, the advertiser calls for these techniques in constructive advertisements so as to invite the reader to pay attention to the ecosystem of the earth that is embodied in planting trees and avoiding cutting trees since trees are the main source of Oxygen and home of birds and other creatures. Conversely, these techniques invite the reader to consume the products at the expense of the ecosystem of the planet when they are used in destructive advertisements. Thus, this answers the second research question which states "How does erasure and salience function in constructive and destructive advertisement?"

4- Conclusions

The present study arrives at the following conclusions:

1. Erasure and salience are the two techniques adopted to achieve the advertiser's aims. The first technique is used to erase or hide something important from an advertisement, text, etc. while the second technique is used to prioritize something important in an advertisement, text, etc.As such, these techniques work differently depending on whether the advertisement is constructive or destructive.

2. Advertisements (1), (3) and (5) are constructive ones since they reveal the advertiser's positive intention towards the environment and the ecosystem of earth. That is, these advertisements are designed to motivate the reader to care about the environment since keeping trees lead to maintaining Oxygen, and, thus, the ecosystem of earth is balanced.

3. Advertisements (2), (4) and (6) are destructive ones since they encourage the readers to consume their products. Accordingly, the advertiser's negative aims are reflected when seeing these advertisements.

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