

AN ANALYSIS OF THE LINGUISTIC FEATURES OF A GREEN PUBLIC RELATIONS CAMPAIGN

Darya Antonovna Dmitrieva^a , Olga Vladimirovna Glukhova^{b*} 

^aRostov State University of Economics, Faculty of Linguistics and Journalism. Rostov-on-Don, Russia

^bRostov State University of Economics, Faculty of Linguistics and Journalism. Rostov-on-Don, Russia

Abstract

The article discusses the linguistic aspect of a green public relations (PR) campaign as one of the central means of contemporary promotion. An extensive theoretical background on eco PR history, instruments and usage related to the linguistic aspects is provided. The paper contains detailed information on the appearance and development of effective green PR campaigns based on a discourse analysis of the green PR campaigns of three internationally well-known brands. The empirical evidence was collected using a three-stage research framework based on a discourse-analysis methodology. The first stage describes the green PR strategies employed by Apple, H&M and Lush. The second step highlights and analyzes the common linguistic traits of these green PR campaigns and in the third part all the highlighted linguistic features are thematically collated for conclusions to be drawn. This research proves that in order to create a convincing green PR campaign, an organization needs to be aware of inherent linguistic characteristics of eco PR to formulate a strong message and lead unbreakable eco politics.

Keywords: Green PR, campaign, discourse-analysis, linguistic aspect

© 2023 Published by European Publisher. www.EuropeanPublisher.com

*Corresponding author.

E-mail address: dmitrievadara03@gmail.com

doi: [10.15405/ejsbs.339](https://doi.org/10.15405/ejsbs.339)



1. Introduction

Modern society, with its endless business competition, wide choice of goods and services, and capitalistic dogmas, dictates special conditions for companies to stay on the top. Nowadays, commercial organizations must rely on increasingly sophisticated methods to attract consumers to feature in their budgets. The fact is that up-to-date global marketing is full of ineffective mass-produced advertising strategies, colorful labels and marketing tricks. Consequently, at the beginning of the previous century entrepreneurs came up with the new approach towards social and financial success – Public Relations (PR).

There are still debates on the definition of PR as this term includes many historical, theoretical, ethical, functional and other aspects which determine the direction of how this phenomenon is perceived.

According to the Oxford Dictionary, PR is “the business of giving the public information about a particular organization or person in order to create a good impression” (Oxford Learners Dictionaries, n.d.).

Today, the diversity of PR campaigns is classified and differentiated in terms of methods used, targets and ideological notions of organizations resorting to PR. However, the main method which will be discussed in this paper is green PR.

Green PR lies in conducting an environmentally friendly campaign which is assumed to help an organization to create a positive impression and realize financial and marketing potential. This type of PR operates at the intersection of two important elements of current society: negative ecological conditions and high extent of business competition.

Green PR includes a diversity of instruments, marketing tricks and unique methods. However, any of these features cannot be effective without a proper linguistic strategy. The basis of each successful PR campaign lies in convincing speech, usage of the right words and a strong message. The corresponding points allow corporations to make an impact on consumers’ minds in order to encourage them to obey the rules of “green” politics and the central concept which is to raise finances.

2. Background

PR discourse is a relatively new notion in the global and domestic pragma linguistics and discourse-analysis scientific field. The inception of this method occurred with the appearance and development of media communications and mass channels of information transmission. The first theoretical research on PR discourse occurred in the late 20th century (about 1985-1999), when most developed and emerging countries had fully embraced the democratic political mode which stimulated the independent TV and radio programs and channels, usage of up-to-date marketing strategies and, what is key in the discussion of green PR, the start of consciousness consumption and concern for nature. As a result, the necessity of studying contexts of PR campaigns became obvious and relevant.

There are three major definitions pertaining to PR discourse. The distinctions between them lie in realization of different functions and substantial postulates. Rusakova and Rusakov (2008) in their compilation “PRdiscourse: theoretical-methodological analysis” conducted an in-depth analysis of all PR discourse determinations. First, from the kratological approach, PR is aimed at transmitting and strengthening important ethical concepts and, at the same time, improvement of image of a subject distributing these ideas. Second, the semiotic approach of PR discourse is a dynamic system of symbols forming the unified conceptual pole in the communication space between an organization and communities. The main function of PR-discourse in the semiotic paradigm is the formulation and notion of central social

concepts using special symbols, words and collocations (Baqtayan, 2011). The third and the common approach of PR discourse is the communicative (synthetic) one. It can be defined as “a sign-symbolic activity conducted in the public communicative space and realizing two interconnected functions of 1) social connections regulation and 2) the function of “mental design” in terms of strategic goals of a PR campaign” (Rusakova & Rusakov, 2008, p. 81). As we can see, the communicative approach consists of the two previous aspects of the PR discourse which allows for the organization and maintenance of social connections using linguistic means.

2.1. Conceptual evolution of green PR

Green PR, as a modern concept in commerce and global markets, has evolved through a complex historical pedigree towards current practical acceptance, and has introduced various instruments of actualization and promotion (Bandura & Walters 1977). Ecological PR, being socially-oriented and an ethical method of maintaining corporate reputation, is inseparably connected to human and linguistic studies and assumes an in-depth assessment of related literature allowing for the analysis of tools and research aspects of green PR.

2.2. Appearance of the green PR concept

The concept of green PR is inseparable from the principles of environmentalism and green marketing, having germinated within the intersection of these phenomena. The chronological range of these three elements logically starts with the rise of environmentalism - the origin of most current ecological principles. According to the Oxford Dictionary (n.d.), environmentalism relates to the “concern about the natural environment and how to improve and protect it”. The first mention of environmentalism appears in 1945 - the postwar era when people became aware of the environmental damage caused by their armed conflicts, manufacturing excesses and unconscious consumption. At first, this concept was not actively supported by the public as only wealthy people could afford to care about ecological issues and make any attempt to decide on such issues even at the local level. However, by the second half of the 20th century it “got obvious that continuing of given models of development can cause global problems” (Shalaev & Khutorova, 2013, p. 7). The main principles of this social movement are the protection of “wildlife and wilderness”, increasing of “public awareness of environmental issues” and forcing of “governments and businesses to take action” (Haq & Alistair, 2011, p. 5). Talking about the impact of environmentalism on green PR, this promotion strategy borrowed exactly these non-commercially motivated dogmas from the green movement. In fact, this is the primary reason a company is considered to show the highest extent of interest towards ecological issues and the lowest level of concern about profits for a green PR strategy in order to be efficient and socially approved.

Green marketing, being another vital approach towards the propagation of the green PR notion, brings to this concept an element of pragmatism, even though its initial concept was not oriented to material benefit. Environmental marketing first integrated itself in the economic sphere in 1975, when the American Marketing Association (AMA) established it as a field. Then, nature friendly marketing was defined as “the marketing of products that are presumed to be environmentally safe.” (Kirgiz, 2016, p. 2). However, over time, through globalization and trading evolution, green marketing evolved to the point where it attained a new shade of understanding. Nowadays, in times of production diversity, eco marketing is perceived “as a

vehicle for overcoming competition” (Senthil et al., 2015, p. 563). In contrast to the ‘pure’ objectives of environmentalism, ecological marketing is not only aimed at minimization of “detrimental impact on the natural environment”, but also strives “to generate and facilitate any exchanges intended to satisfy human needs or wants...” (Senthil et al., 2015, p. 562).

As we can see, the appearance of the green PR campaign is nurtured by a long-term and powerful background. This notion comprises two absolutely contradicting concepts which dictate their own principles of existence, action and development in conditions of ethical, scientific, economic and other confrontations. Therefore, green PR can be defined as follows: the process of creating and maintaining a positive reputation of an organization or person by giving the public information on their ecologically friendly operations.

2.3. Instruments of green PR

According to the previous section, the green PR campaign can be considered a current instrument of promotion in the 21st century. With the development of marketing corporations, new ideas of selling strategies are generated regularly. All these tricks are oriented on humanity`s needs, problems, sins and wishes and are assumed to maximize common reactions among the consumers. To attain success in a green PR campaign, companies have to strategize the campaign in such a way that the idea of environmental sustainability and conscience are prioritized in the consumers` daily lives where consumers feel the need to care for nature and its creatures. Every social layer and group is ruled by its own principles and inspirations in terms of politics and fulfilling its own needs. Therefore, a special classification of motivations was created to defend ecology for different communities (BioDat, n.d.):

- Pragmatic aspect: nature is the basis of a healthy environment for living (Bavojdan et al., 2011), the source of material goods, and means for existence.
- Patriotic aspect: biodiversity is a valuable component of national property and an inseparable part of national culture; nature is a significant element of a country`s artistic heritage.
- Economic aspect: wildlife conservation is a way of getting additional profit, raising the quality and competitiveness of goods and formulating the company`s positive ecological image.
- Prestige aspect: environmental protection sets a positive tone as part of the contemporary, respectable lifestyle.
- Vogue aspect: it is trendy nowadays to conserve nature as celebrities, sportsmen and leaders of the teenage subculture are engaged in this.
- Morally-ethical aspect: sentient creatures have the same rights to life as humans; animals and plants suffer from humans` neglect.
- Systematically-rational aspect: the biosphere cannot exist without nature; environmental destruction will ruin the entire system operation.
- Aesthetic aspect: The beauty of nature can be appreciated and enjoyed.

- Religious aspect: each religious person`s responsibility is to care for the environment as part of God`s creation. Most religious teachings accept nature as the evidence of divine wisdom, which allows people to communicate with the Creator.

This approach impacts on all social groups individually and is the basis of the ecological conscience in clients` minds which will consequently lead to a long-term relationship commercial relation between a company and the consumers rooted in loyalty.

The evolution of civilization and technologies has led to increasing methods of promoting green PR. These promotion means are categorized by the criteria of their usage platforms and conditions. The following classification of green PR instruments is provided by the website PR.Student (2014):

- Mass Media - A special ecological press exists in this field. Additionally, there are green mass resources which allow companies to promote environmental ideas through publication of ecological articles, press releases, news, reports, bulletins, social ecological advertisements, brochures, presentations, interviews, TV and radio programs and so on. This method can be considered traditional as it gives a company the ability to target a wide audience and thus, attract more clients. One disadvantage of this can occur in the assumption of short-term relations or one-time interactions, which may not be effective in terms of future prospects.
- Ecological events. This category refers to the following activities: seminars, councils, meetings dedicated to environmental issues, conferences, ecological actions, fests, gatherings, flashmobs, sport, cultural and recreational events and others. Such activities allow for more people to be engaged in eco-friendly campaigns by organizing interesting interactive activities that transcend the agitation label of nature conservation.
- Ecological social advertisement. This method is considered to alter common behavioral patterns and direct attention towards ecological problems. Green ads can be printed (brochures and leaflets), outdoor (posters and billboards), and televised (videos on TV channels). Similar to the mass media, this instrument is equally aimed at influencing as many people as possible as to the issues of ecological sustainability and green consciousness. Unfortunately, these strategies can fail: firstly, for their short-term impact on receivers` minds and secondly, because many companies using this method frequently prioritize financial targets of a campaign rather than its socially-beneficial goal. This pragmatic approach repels consumers from patronizing a company as they are able to see through its false and artificial values.
- The Internet. This category includes such green PR methods as creation of ecological sections on websites of an organization, electronic mass media usage, social networks, blogs, video publishing, mailing and many others. Nowadays, the Net is the most effective platform for PR as according to Baranov and Lukashenko (2010), this service can be characterized by the high speed of information distribution, the absence of a centralized structure, cost-free aspect, an ability to form an audience and actively interact with it, the opportunity to get feedback, and the chance to realize the PR campaign on the international virtual market.

Including all the stated instruments of green PR, Kirsanova (2015) uncovers several other methods which allow enterprises to improve and keep their positive reputation such as:

- Posting of news. This method assists clients to follow the current trends of information of a company`s activity which enables them to sustain interest in its offers and promotions.
- Getting of awards. The main pros of this PR method lie in achieving the respect of and authority within the industry as such awards are perceived by consumers as evidence of the company`s authenticity and true intentions to improve the state of the environment and social welfare.
- Communication with ecological organizations. This can show the seriousness of a company`s interest in getting up-to-date, actual information on nature preservation trends and actualize the usage of such information in the campaign in terms of non-fictitious environmental sustainability.
- Promulgation of annual reports of a company`s green activity. Such an approach provides the basis for consumers to build up a strong faith in the company`s green efforts as this would allow consumers to see the honesty and openness of an organization in revealing the truth about questions regarding its manufacturing processes.

2.4. Linguistic aspect of green PR analysis

Each effective PR campaign has a specific language background which actualizes important functions: from the determination of central targets, concepts and issues to work out for a promotion to the formulation of a unique, trendy and catchy label symbolizing a strategy. Linguistic tactics and tricks constitute an inseparable element of every effective green PR campaign.

Grammar is an inextricable part of the linguistic aspect of PR. The exceptional trait of grammar (as separate from the vocabulary structure) in the PR message is the ability to make an impact on receivers` minds discreetly, through their traditional language mentality. Such a method allows for a subtle implication through the right choice of grammatical structures. This instrument of the language approach is described in the work of David Guth (2012) “Public relations: a values-driven approach” which includes the:

- usage of the active voice. Thanks to this hack, the focus of function transmits from an object to a subject that improves the general perception of information, making the customer feel responsible, confident and honest, while dispelling the illusionary and timid perceptions frequently created by the passive voice.
- Elimination of modifiers. “A precise, well-chosen word needs no modification” (p.405). Such particles as “very”, “so”, adverbs, comparative adjectives and other similar words reveal weakness of the message making the message long-winded and verbose.
- Shortening of words. Difficult and wordy expressions are automatically considered as irrelevant and repellent. Therefore, it is more productive to use more commonly used lexical units for PR texts.

- Avoidance of cliches. In green PR, certain over-used expressions must be avoided in order not to sound insincere, boring and artificial. Fresh and creative linguistic units will, on the other hand, attract attention.
- Keeping the focus on the reader. A professional PR specialist should tell readers what they want and need to know - not just what an entrepreneur wants them to know. An effective PR campaign needs to be strategized in such a way that consumers will be persuaded that they will benefit from participating in a virtuous deed.

As we can see, the linguistic approach can be considered the bedrock of a successful green PR concept. Language as a key instrument of eco-friendly PR includes a diversity of nuances which, ultimately, constitute a significant section of social-linguistic studies under PR discourse.

3. Problem Statement

Nowadays, green PR is one of the most useful instruments for enterprises to maintain a positive image in the global market as it not only highlights the huge environmentally friendly potential of manufacturing, but also attracts more environmentally sensitive consumers. According to the statistics provided by the Washington based full-service research firm “Certus Insights” in August 2019, “Seventy percent of consumers want to know what the brands they support are doing to address social and environmental issues and 46% pay close attention to a brand’s social responsibility efforts when they buy a product” (Certus Insights, n.d.). That means companies engaged in eco-friendly politics are perceived by clients more trustworthy and can hence expect long-term and effective cooperation with buyers. On the contrary, corporations which neglect using environmentally safe methods of production and participation in ecological campaigns and projects are more likely to face societal rebuke and the loss of faith among consumers. Obviously, in the modern realities of population growth and capitalism, green PR strategy is considered to become even more needful.

Despite the extensive use of green PR in the contemporary market and the worsening ecological situation, there are no specified studies on the exact dimensions of green PR specifically from the linguistic aspect. Unfortunately, several enterprises neglect the usage of proper linguistic strategies when using green PR and end up making many fatal mistakes resulting in the failure of the campaign; thus, hampering their efforts in gaining financial success and social acceptance. Entrepreneurs often rely on the promotion of artificial values, the implementation of excessively emotional narration on the theme of ecological issues, the popularization of corporate politics dogmas as the truth and the manifestation of an explicit intention for material benefit rather than to save the planet. All these errors cause the community’s negative reactions resulting in the failure of the corporations to conduct effective green PR campaigns.

Therefore, it is vital to conduct an in-depth study the linguistic aspect of the green PR strategy in order to identify and utilize current language instruments in a balanced tandem with the right blend of intensity and message. Such an approach will enable the potential creation and introduction of effective green PR campaigns, attract more clients and form long-term relations, based on trust, mutual respect and common goal of environment protection.

4. Research Questions

The analysis of green PR and linguistic nexus was conducted by using two key approaches of the study: the general investigation of the theme within the conceptual, historical and socially-related aspects and a discourse analysis of the green PR context through the overview of commercial organizations' PR campaigns. The following questions are discussed and answered in this study:

- what characterizes the process of green PR term development and integration in marketing promotions?
- what are the key instruments of green PR and how are they manifested in social structures and entities?
- what linguistic features successfully assist commercials to promote their products through the actualization of an eco-friendly lifestyle?

5. Purpose of the Study

This research highlights the necessity for an in-depth understanding of green PR linguistic characteristics and their literate usage in order to conduct a successful campaign. This paper aims to provide the theoretical and linguistic analysis of green PR in terms of commercial and reputation benefits, and environmental welfare based on the analysis of three companies' green PR campaigns.

6. Research Methodology

In this study, the PR campaigns of 3 companies were used and these were dissected from the linguistic aspect to explore how PR linguistic characteristics and their literate usage must be strategized in order to conduct a successful campaign. The method of discourse analysis was selected to achieve the goal.

Discourse in its the widest notion refers to “a complicated unity of language practice and extralinguistic factors (conditional behavior manifesting through forms available for sensory perception) vital for a text understanding and giving the understanding of members of communication, its principles and targets, conditions of a message production and receiving” (Nechaeva, 2010, p. 1). Generally speaking, discourse is an intersection of language and surrounding reality. Therefore, discourse analysis is a multidisciplinary method of studying, which assumes selecting, analysis and characterization of linguistic units in different contexts, speech conditions and situations. The paper applies the qualitative approach to discourse data analysis and is based on three-stage research framework. The first stage describes the green PR strategies employed by Apple, H&M and Lush. The three companies were selected according to the criteria of their belonging to dissimilar marketing fields to underline the differences between their slogans and principles they are devoted to: Apple (as a representative of IT-sphere), H&M (fashion industry) and Lush (cosmetics and body goods production field). The central resources of information for analysis were official websites of the corporations. The second step highlights and analyzes the common linguistic traits of companies mentioned above green PR campaigns by means of websites linguistic data content analysis. The language units used in slogans, motto and other texts produced by companies under investigation were subjected to semantic and grammatical analysis in order to outline the main strategies of language use in

intention to perform the eco-friendly policy. The final stage of the study anticipates all the highlighted linguistic features to be thematically collated for conclusions to be drawn.

7. Findings

7.1. Discourse-analysis of green PR-context

In conducting a discourse analysis of green PR campaigns, it was necessary to overview practices of international organizations, which promote their environmental policies internationally, where their branches are located.

The empirical section starts with the investigation of the Apple’s sustainability campaign. Although this American corporation is accepted as an ancestor of modern technologies with fast and stable development, it started supporting principles of conscious production and selling at full capacity only in 2014. To reach consumers’ trust and loyalty, the corporation publishes an annual “Environmental Progress Report” (Apple, n.d.), which summarizes the company’s all green initiatives and their impact on the environment.

Table 1 below presents Apple’s main motto which transmits the company’s tender attitude towards the nature and concern of its welfare. All these phrases were placed in the section “Environment” (Apple, n.d.).

Table 1. Analysis of linguistic means of “Apple’ green PR-campaign

Phrases	Key words and collocations
The products you love also love the planet.	you; love; the planet
We’re investing in some wild ideas for carbon removal.	investing; carbon removal
Clean energy is no longer optional.	no longer optional
Our products use less power. That’s powerful.	less power; powerful
Fewer chargers mean less environmental impact.	fewer chargers; impact
The fight against climate change is a fight for economic equality.	fight against; climate change; fight for
It takes guts to erase our footprint.	guts; erase our footprint; our

The discussion of key words, which assist in understanding the central intention of the PR campaign linguistic manifestations starts with the pronouns “you”, “we” and “our” (see Table 1). These words allow a receiver of the message he/she is personally connected to the common struggle for the environment. These linguistic units allow people to reflect on their effect during lifetime and inspire them to participate in the eco-friendly community through interaction with “Apple”.

The lexical units “carbon removal” and “fewer charges” show the up-to-date scientific-technical approach towards decisions related to overcoming ecological problems. Such a contemporary method of the nature preservation is one of the special traits of the corporation’s green postulates. The linguistic units “powerful”, “the planet”, “guts” and “fight” highlight the importance of global, accurate and immediate actions. These nouns agitate society to stop neglecting climate change, impoverishment of biodiversity, deforestation and other significant environmental problems which can lead to extinction of all life on Earth. In the sentence “Clean energy is no longer optional”, the word set “no longer optional” means that nowadays, eco-friendly sources of energy are not just a whim, but a vital element of each responsible

company’s manufacturing processes. Including this collocation in the PR-campaign, “Apple” shows that it obeys rules of modern conscious production and respects nature. The vocabulary “love” and “erase a footprint” play a central role in Apple’s green PR campaign as they express delicacy and gentleness that co-founders of the corporation invested in while conducting their sustainable policy. Such tender words attract consumers by their softness and sincerity and create a positive, reliable and caring image of the company.

Summarizing the information given, it can be seen that Apple’s green PR strategy is characterized by the global scale of the company’s ecological protection policy. Besides, this campaign pursues the goal to protect the environment using innovative instruments of gadgets creation and trading. The linguistic features represent the mix of technical and scientific terms “carbon removal” and inspirational slogans “The products you love also love the planet”.

The next discourse analysis was conducted on the H&M’s green PR-campaign. The company represents one of the largest marketplaces in the global fashion industry. It was founded in the middle of the previous century, but the codex with environmental principles of ethical production and marketing appeared only about ten years ago, when the organization introduced its first collection created from ecologically safe materials. In 2013, the company started its well-known promotion which allowed people to hand over unneeded cloths and fabric for recycling, and this strategy is still in operation. Like Apple, H&M annually publishes “Sustainability Disclosure” (H&M, n.d.) which shares relevant information on the company’s ecological activities and innovations. Table 2 displays the central lexical units of the company’s green PR linguistic strategy.

Table 2. Analysis of linguistic aspects of H&M’s green PR campaign

Phrases	Key words and collocations
Let’s change. Change is at our core. And now it’s time to change fashion.	let`s; change; core; fashion
Let`s close the loop. The only trends worth following? Recycling and repairing.	let`s; close the loop; trends; recycling and repairing
Let`s innovate. Fashion made from grapes and waste? Welcome to the future.	let`s; innovate; waste; the future
Let`s be transparent. With us, it`s super simple to find out where your clothes were made.	let`s; transparent; simple to find
Let`s clean up. It`s time to make fashion good for people and the planet.	let`s; clean up; good; people; planet
Let`s make fashion sustainable and sustainability fashionable	let`s; fashion; sustainable; sustainability; fashionable
Fashion worth cherishing.	Fashion; cherishing

The central message of the H&M ecological PR campaign displayed in the Table 2 obviously lies in the usage of imperative form of the plural “let`s”. This linguistic unit has a strong intention: it encourages consumers to act, get engaged in the struggle for nature. The word is characterized by optimism, enthusiasm and a fighting spirit which allows buyers to feel the collective strength of their decision to purchase from H&M along with millions of other buyers and staff members. By using the verb “let`s”, the organization incorporates its customers into its sustainable policies aligned to the modern green lifestyle, ethical buying and conscious consumption. All these rules are manifested in single words and collocations “change”,

“close the loop”, “innovate”, “transparent” and “clean up”. The following short lexical units contain fundamental principles of the eco-friendly lifestyle, and all these postulates can be realized with the assistance of the company. The nouns “the planet” and “the future” highlight the international and common responsibility to be concerned for nature to ensure the sustainability of humanity and the Earth while the words “fashion”, “trends”, “fashionable”, “sustainability” constitute the general core of H&M core business. The central premise of the organization’s green PR campaign lies in the intersection of these nouns where the company upholds sustainability and ecology as a part of contemporary fashion (Martell, 1994).

Thus, the most powerful instrument of H&M’s ecological PR campaign is while providing the most stylish trends, especially of youngsters all over the world, is an inspiration of customers to participate in the modern and respected community which cares for nature. Its linguistic PR strategy is based on the precept of sustainable and unique fashion which is accessible and affordable for everyone.

“Lush”, a British company engaged in cosmetics and body goods founded in 1995 (Lush, n.d.), practices environmental policies which started with introduction of the “Charity Pot” in 2007; the body lotion in which 100% profits from the sale are still being donated to charity including ecological ones. In 2015, the company initiated the new principles of packaging production. It began creating packaging from trash collected in the ocean. Now “Lush” invests in nature protection funds and projects, uses recyclable materials and advocates against animal testing. The typical linguistic strategies of the “Lush” green PR strategy are listed in the Table 3.

Table 3. Analysis of linguistic means of “Lush” green PR-campaign

Phrases	Key words and collocations
Sustainability at Lush	Sustainability
We're creating a cosmetics revolution to save the planet.	Revolution; the planet
Keeping products safe and planets happy.	Safe; the planet; happy
The climate can't wait. The time for action is now. Do your part.	Climate; can't wait; action; now; do your part
Naked products	Naked
Fighting animal testing is more than just a slogan, it's a genuine practice.	Fighting; animal testing; slogan; genuine
We recognize the water crisis and strive to be water stewards.	Water crisis; strive to; water stewards

Lush’s linguistic PR-strategy displayed in Table 3 focuses on the concepts of the urgency of the struggle against negative effects of human activities on the environment, animals and natural resources. In its motto, the company uses words “fighting”, “action” and “now”, implying that its customers can work with the organization to redress the worsening ecological situation. The linguistic units “genuine”, “can’t wait” and “revolution” have powerful meanings in the context of environmental protection as they highlight the necessity of transforming familiar methods of doing business to creating a lifestyle based on saving the Earth and its inhabitants. One of the current ecological issues is expressed in the lexical units “water crisis”, “climate” and “animal testing”. Through these collocations, the company shows how these issues are centralized in its initiatives, investments and projects. The central concept is that a person who thinks about the future of the planet has the ability to contribute towards its welfare by just taking care of themselves

using Lush products. The word “sustainability” accompanied by the collocations “naked products” and “water stewards” refer to the precise and gentle attitude of the company towards the protection of natural resources by reducing the amount of packaging and exploitation of water resources in a more rational way.

In analyzing the “Lush” environmental PR strategy above, it is worth noting how this organization integrates the notion of environmental sustainability with its commercial goals by balancing its concern for addressing serious ecological and ethical issues with its business bottom line. The linguistic aspect of its PR campaign is dense with agitation vocabulary and strong social messages devoted to the urgency and relevance of environmental preservation.

7.2. Discussion of results

As we can see, an effective green PR campaign is based on a subtle mix of several key methods of influence on consumers either through their rational or emotional and subconscious components. Successful ecologic slogans are constructed by considering two fundamental principles; first, by emphasizing the necessity to share information about alternative more responsible consumption and lifestyles which an organization can offer and second, by striking a balance between emotionality and formality during slogan formulation. Thus, companies using green PR as a promotional method to address contemporary market realities should consider the use of the above stated linguistic tools, instruments, and nuances of information sharing and values priorities in order to generate productive PR campaigns to sustain interaction with current clients and stimulate interaction with new ones.

8. Conclusion

Currently, most successful corporations and entrepreneurs are trying to maintain and enhance their image using various methods of promotion. However, green PR campaigns, with all their advantages like long-term effects (in contrast to ordinary marketing tricks), stronger guarantee of the public’s loyalty and dedication, socially and morally oriented ideas and tendencies, are nowadays gaining popularity.

This paper contains detailed information on the appearance and development of effective green PR campaigns based on a discourse analysis of the green PR campaigns of three internationally well-known brands. Being a recent phenomenon in the world of commerce and global market, this instrument has transcended its complex historical background and evolved to become a practical means to generate a common interest in sustainable, socially conscious business operations. Green PR is a crucial marketing approach which emphasizes profitability through corporate social responsibility focusing on influencing the social mindset to significant issues of ecology in order to contribute to the future of humanity and become a role model for socially conscious business on a local, regional or international scale.

Beside volumetric theoretical data on green PR methods, principles and characteristics, the definition of this promotion instrument has been created through the extensive notion-historical analysis. Green PR can be considered the consequence of nexus between the green movement and ecological marketing. It is the logical continuance of eco-friendly advertising, but with more practically-oriented, ethical and effective usage of linguistic terminology.

Green PR, in contrast to many other means of triggering public interest, has a unique linguistic foundation. To organize and conduct a successful green PR campaign, the appropriate linguistic features

of ecology dialogue need to be applied in order to formulate a strong message, which will assist in engaging and inspiring consumers to make more socially conscious eco-friendly purchases.

Through the discourse analysis and overview of the central linguistic manipulations of the green PR campaigns run by Apple, H&M and Lush, the vital linguistic traits of effective green PR campaigns have been identified. The main principles of effective linguistic strategy used in green PR lie in the deployment of personally-oriented language (pronouns such as “you”, “we”, “our”) to create such effects; the use of key lexical terms related to the eco-consciousness (such as “sustainability”, “the planet”, “recycling”, “carbon removal” and others); and relevant environmental problems (through such vocabulary as “climate”, “water crisis”, “animal testing” and so on). Besides, the deployment of a tender and caring narrative tone and mention of modern nature-friendly innovations play a significant role in convincing potential and current customers to engage with such companies to be socially and environmentally responsible.

In conclusion, it is worth noting that green PR will become an increasingly useful method of forming and maintaining the positive image of a commercial organization. While green PR may be considered a marketing gimmick to increase sales with profits as the bottom line, it is a fact is that the natural environment has suffered from human activity and we need to address this issue as there can be no life without a healthy natural environment. Therefore, all modern companies have to become more socially responsible in their business operations and highlight their efforts through innovative green PR strategies as way of attracting more consumers and making them understand the need for responsible consumption in order to save the planet.

Acknowledgements

The author(s) declare that there is no conflict of interest.

References

- Bandura, A., & Walters, R. H. (1977). *Social learning theory*. Prentice-hall Englewood Cliffs, NJ.
- Baqutayan, S. (2011). Stress and social support. *Indian Journal of Psychological Medicine*, 33(1), 29-34. <https://doi.org/10.4103/0253-7176.85392>
- Bavojudan, M. R., Towhidi, A., & Rahmati, A. (2011). The relationship between mental health and general self-efficacy beliefs, coping strategies and locus of control in male drug abusers. *Addiction & health*, 3(3-4), 111.
- Apple official web-site. (n.d.). Environmental progress report of Apple (2022). Retrieved October 15, 2022 from <https://www.apple.com/environment/pdf/>
- Baranov, D., & Lukashenko, M. (2010). *PR: theory and practice. Reference book*. Market DC.
- BioDat. (n.d.). Why do we need wildlife? Retrieved September 27, 2022 from <http://biodat.ru/doc/ecorec/bukv.htm>.
- Certus insights. (n.d.). Consumer Expect the Brands They Support to Be Socially Responsible. Retrieved September 10, 2022, from <https://certusinsights.com>.
- Senthil, N., Prempatha, S., Venugopalan, G., & Ruby, M. (2015). A Study on Green Marketing Concept-Emergence to Contemporary Transition for Moderating Climate Change and Environmental Pollution. *International Journal of Applied Environmental Sciences*, 10(2), 559-566.
- Guth, D. (2012). *Public relations: a values-driven approach* (6th ed.). Pearson.
- Haq, G., & Alistair, P. (2011). *Environmentalism since 1945*. Routledge. <https://doi.org/10.4324/9780203803875>
- H&M official website. (n.d.). A year report of H&M about activity of the company in the ecological sphere (2022). Retrieved on October 10, 2022 from <https://hmgroup.com/wp-content/uploads/2022/03/HM-Group-Sustainability-Disclosure-2021.pdf>.

- Kirgiz, A. (2016). *Green Marketing: A Case Study of the Sub-Industry in Turkey*. Palgrave Macmillan.
- Kirsanova, N. (2015). Protection of the environment as an instrument of a PR-campaign. <https://100-bal.ru/geografiya/199828/index.html>
- Lush official web-site. (n.d.). Who we are Retrieved October 15, 2022 from <https://www.lush.com/uk/en>
- Martell, L. (1994). *Ecology and Society: An Introduction*. Polity Press.
- Nechaeva, E. (2010). To the question of modern PR-discourse study. *Bulletin of the Pushkin A. C. Leningrad State University*, 1(3), 225-236.
- Oxford Learner's Dictionaries. Retrieved September 5, 2022 from <https://www.oxfordlearnersdictionaries.com/definition/english/public-relations>.
- PR Student. (2014, September 21). Ecological PR. Retrieved September 13, 2022 from <https://www.prstudent.ru/pr-v-nko/ekologicheskij-pr>
- Rusakova, O., & Rusakov, V. (2008). PR-discourse: theoretical-methodological analysis. Ekaterinburg, Institute of Philosophy and Law.
- Shalaev, V., & Khutorova, N. (2013). Environmentalism as a movement of environment protection. *Institute of systematic forest researches. Forest bulletin*, 7(99), 6-22.