

PALA 2023

## Green Stylistics: Exploring Connections between Stylistics and the Environment

10 July 2023 - 16 July 2023

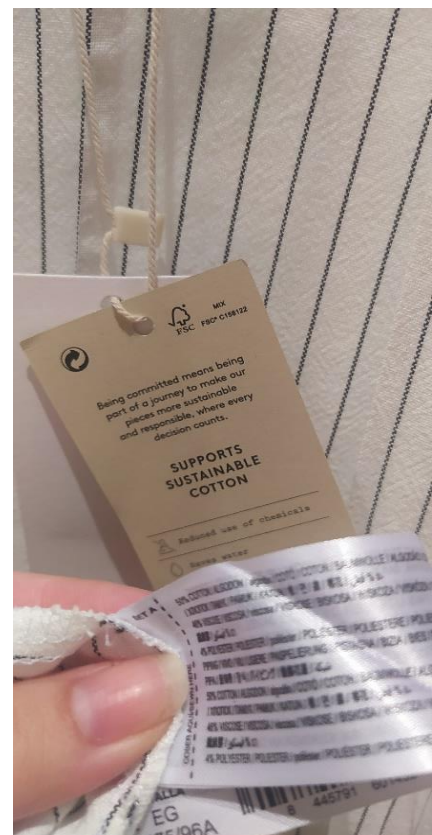
**Title:** Green Lies: Multimodal Pragmastylistic Analysis of Greenwashing

**Author:** Aoife Beville ([abeville@unior.it](mailto:abeville@unior.it))

### Keywords

Multimodal stylistics; pragmastylistics; ecostylistics; deceptive discourse; misleading; deception; greenwashing; lies; untruthfulness: pseudo-ecological discourse.

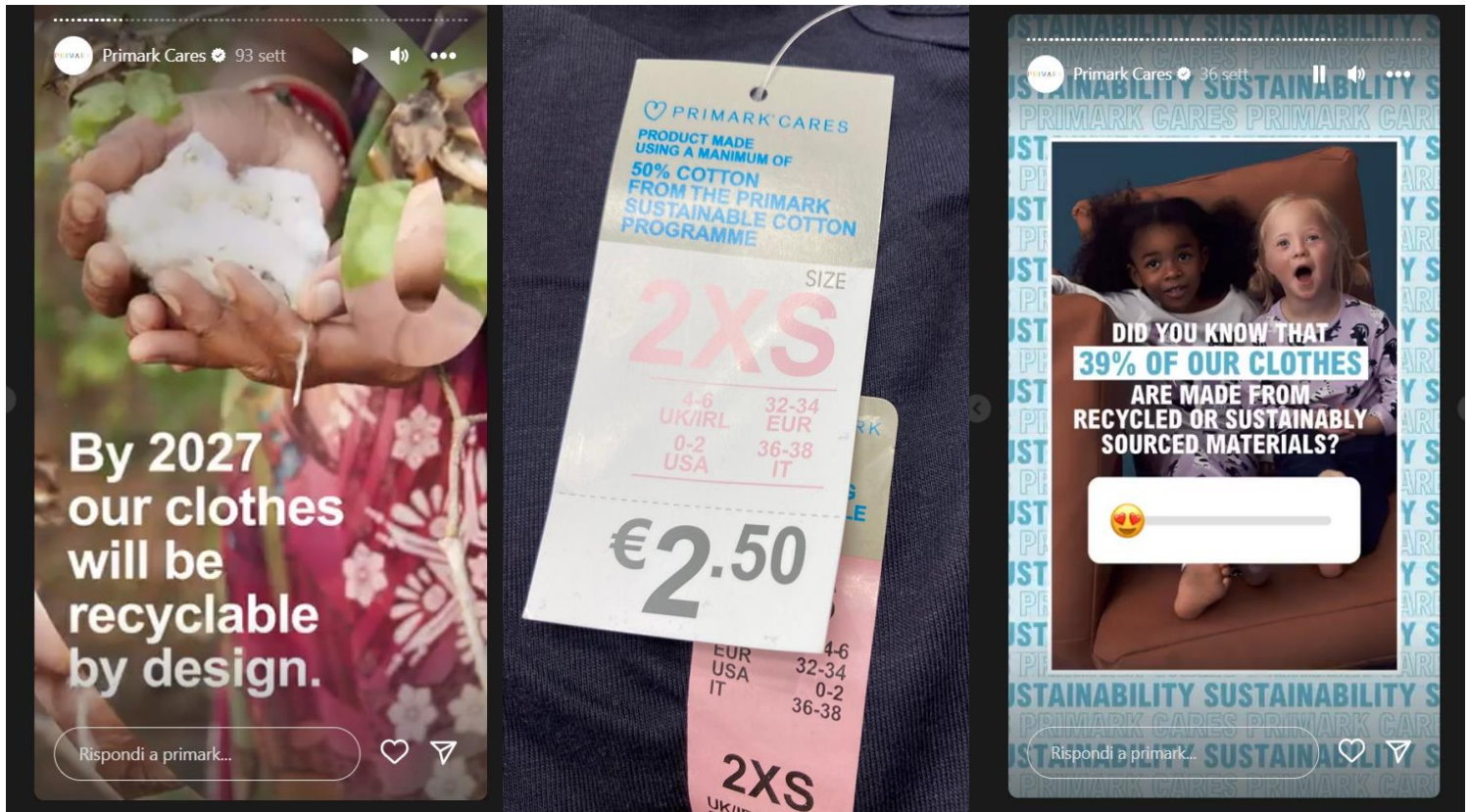
**Example 1:** Mango Label "Cotton" 1-3 (N.B.) (pictures representative of the label which is the object of analysis)



Example 2: Calzedonia IG Stories 1-3



Example 3: Primark IG stories and in-store label.





## BIBLIOGRAPHY

- Austin, J. L. (1962). *How to Do Things with Words* (2018 edition). Martino Fine Books.
- Beville, A. (2020). Salvator Rosa and Ann Radcliffe: A Study in Style. In G. Magazzù, V. Rossi, & A. Sileo (Eds.), *Reception Studies and Adaptation: A Focus on Italy* (pp. 46–71). Cambridge Scholars Publishing.
- Beville, A. (2022). *Telling Tales in Shakespeare's Drama: A Pragma-Stylistic Approach to Lying*. Paolo Loffredo Editore Srl.
- Boeriis, M. (2008). Mastering Multimodal Complexity. In N. Nørgaard (Ed.), *Systemic Functional Linguistics in Use*. Odense Universitet Institut for Sprog og Kommunikation.
- Chen, Y.-S., & Chang, C.-H. (2013). Greenwash and Green Trust: The Mediation Effects of Green Consumer Confusion and Green Perceived Risk. *Journal of Business Ethics*, 114(3), 489–500.  
<https://doi.org/10.1007/s10551-012-1360-0>
- Cobbing, M., Wohlgemuth, V., & Vicaire, Y. (2023). *Greenwash Danger Zone Report: 10 years after Rana Plaza fashion labels conceal a broken system* (p. 27). Greenpeace in Germany e.V.  
[https://www.greenpeace.de/publikationen/Greenpeace\\_Report\\_Greenwash\\_Danger\\_Zone.pdf](https://www.greenpeace.de/publikationen/Greenpeace_Report_Greenwash_Danger_Zone.pdf)
- de Freitas Netto, Sebastião Vieira, Marcos Felipe Falcão Sobral, Ana Regina Bezerra Ribeiro, and Gleibson Robert da Luz Soares. 2020. 'Concepts and Forms of Greenwashing: A Systematic Review'. *Environmental Sciences Europe* 32 (1): 1–12. <https://doi.org/10.1186/s12302-020-0300-3>.
- de Jong, Menno D. T., Gabriel Huluba, and Ardion D. Beldad. 2020. 'Different Shades of Greenwashing: Consumers' Reactions to Environmental Lies, Half-Lies, and Organizations Taking Credit for Following Legal Obligations'. *Journal of Business and Technical Communication* 34 (1): 38–76. <https://doi.org/10.1177/1050651919874105>.
- Directorate-General for Environment. (n.d.). *Proposal for a Directive on green claims*. Retrieved 3 June 2023, from [https://environment.ec.europa.eu/publications/proposal-directive-green-claims\\_en](https://environment.ec.europa.eu/publications/proposal-directive-green-claims_en)
- Dynel, M. (2011). A Web of Deceit: A Neo-Gricean View on Types of Verbal Deception. *International Review of Pragmatics*, 3(2), 139–167. <https://doi.org/10.1163/187731011X597497>
- Dynel, M. (2016). Comparing and Combining Covert and Overt Untruthfulness: On Lying, Deception, Irony and Metaphor. *Pragmatics & Cognition*, 23:1, 174–208. <https://doi.org/10.1075/pc.23.1.oSdyn>
- Fallis, D. (2012). Lying as a Violation of Grice's First Maxim of Quality: Lying as a Violation of Grice's First Maxim of Quality. *Dialectica*, 66(4), 563–581. <https://doi.org/10.1111/1746-8361.12007>
- Fernandes, J., Segev, S., & Leopold, J. K. (2020). When consumers learn to spot deception in advertising: Testing a literacy intervention to combat greenwashing. *International Journal of Advertising*, 39(7), 1115–1149.  
<https://doi.org/10.1080/02650487.2020.1765656>
- Fernández-Vázquez, J.-S. (2021). Analysing the environmental websites of the world's greatest polluters: A multimodal ecolinguistic approach. *Economic Research-Ekonomska Istraživanja*, 34(1), 2692–2711.  
<https://doi.org/10.1080/1331677X.2020.1836993>
- Forceville, C. (2021). Multimodality. In W. Xu & J. R. Taylor, *The Routledge Handbook of Cognitive Linguistics* (pp. 676–687). <https://www.academia.edu/47576878/Multimodality>
- Google Books Ngram Viewer. (n.d.). Retrieved 29 June 2023, from [https://books.google.com/ngrams/graph?content=greenwash%2Cgreenwashing&year\\_start=1980&year\\_end=2019&corpus=en-2019&smoothing=3&case\\_insensitive=true](https://books.google.com/ngrams/graph?content=greenwash%2Cgreenwashing&year_start=1980&year_end=2019&corpus=en-2019&smoothing=3&case_insensitive=true)

- Gossen, M., Jäger, S., Hoffmann, M. L., Bießmann, F., Korenke, R., & Santarius, T. (2022). Nudging Sustainable Consumption: A Large-Scale Data Analysis of Sustainability Labels for Fashion in German Online Retail. *Frontiers in Sustainability*, 3(#922984), 1–10. <https://doi.org/10.3389/frsus.2022.922984>
- Greenpeace\_Report\_Greenwash\_Danger\_Zone.pdf*. (n.d.). Retrieved 22 June 2023, from [https://www.greenpeace.de/publikationen/Greenpeace\\_Report\\_Greenwash\\_Danger\\_Zone.pdf](https://www.greenpeace.de/publikationen/Greenpeace_Report_Greenwash_Danger_Zone.pdf)
- Greenwash, n. (2023). In *OED Online*. Oxford University Press. <https://www.oed.com/view/Entry/249121?>
- Greenwash, v. (n.d.). In *OED Online*. Oxford University Press. Retrieved 29 June 2023, from <https://www.oed.com/view/Entry/251865>
- Heffer, C. (2020). *All Bullshit and Lies?: Insincerity, Irresponsibility, and the Judgment of Untruthfulness*. Oxford University Press.
- Hickey, L. (1993). Stylistics, Pragmatics and Pragmastylistics. *Revue Belge de Philologie et d'histoire*, 71(3), 573–586. <https://doi.org/10.3406/rbph.1993.3890>
- Horn, L. R. (2022). *From Lying to Perjury: Linguistic and Legal Perspectives on Lies and Other Falsehoods*. De Gruyter.
- Kaner, G. (2021). Greenwashing: How Difficult It Is to Be Transparent to the Consumer—H&M Case Study. In C. Mukonza, R. E. Hinson, O. Adeola, I. Adisa, E. Mogaji, & A. C. Kirgiz (Eds.), *Green Marketing in Emerging Markets: Strategic and Operational Perspectives* (pp. 203–226). Springer International Publishing. [https://doi.org/10.1007/978-3-030-74065-8\\_9](https://doi.org/10.1007/978-3-030-74065-8_9)
- Kassinis, G., & Panayiotou, A. (2018). Visuality as Greenwashing: The Case of BP and Deepwater Horizon. *Organization & Environment*, 31(1), 25–47.
- Kress, G., & Leeuwen, T. van. (2020). *Reading Images: The Grammar of Visual Design* (3rd ed.). Routledge. <https://doi.org/10.4324/9781003099857>
- Leech, G., & Short, M. (2007). *Style in Fiction: A Linguistic Introduction to English Fictional Prose* (2nd edition). Pearson Longman.
- Maier, C. D. (2011). Communicating business greening and greenwashing in global media: A multimodal discourse analysis of CNN's greenwashing video. *International Communication Gazette*, 73(1–2), 165–177. <https://doi.org/10.1177/1748048510386747>
- Meibauer, J. (2014). *Lying at the Semantics-Pragmatics Interface*. De Gruyter Mouton.
- Meibauer, J. (2018). The Linguistics of Lying. *Annual Review of Linguistics*, 4(1), 357–375. <https://doi.org/10.1146/annurev-linguistics-011817-045634>
- Munir, S., & Mohan, V. (2022). Consumer perceptions of greenwashing: Lessons learned from the fashion sector in the UAE. *Asian Journal of Business Ethics*, 11(1), 1–44. <https://doi.org/10.1007/s13520-021-00140-z>
- Niceforo, M. (2021). Soothing the Green Anxiety. *Anglistica AION: An Interdisciplinary Journal*, 23–36. <https://doi.org/10.6093/2035-8504/9791>
- Nørgaard, N. (2010). Multimodal Stylistics: The Happy Marriage of Stylistics and Semiotics. In S. . C. Hamel (Ed.), *Semiotics: Theory and Applications*. Nova Science Publishers.
- Nørgaard, N. (2014). Multimodality and stylistics. In M. Burke (Ed.), *The Routledge Handbook of Stylistics* (pp. 471–484). Routledge, Taylor & Francis Group.

- Nørgaard, N. (2023). From black to green with a dash of New Nordic. The multimodal rebranding of a Danish energy company with global aspirations. *Social Semiotics*, 33(3), 660–679.  
<https://doi.org/10.1080/10350330.2021.1919015>
- Parguel, B., Benoit-Moreau, F., & Russell, C. A. (2015). Can evoking nature in advertising mislead consumers? The power of ‘executional greenwashing’. *International Journal of Advertising*, 34(1), 107–134.  
<https://doi.org/10.1080/02650487.2014.996116>
- Payrató, L. (2017). Pragmatics and multimodality. A reflection on multimodal pragmatics. In R. Giora & M. Haugh (Eds.), *Doing Pragmatics Interculturally: Cognitive, Philosophical, and Sociopragmatic Perspectives* (pp. 293–312). De Gruyter Mouton. <https://doi.org/10.1515/9783110546095-016>
- Pendse, M. K., Nerlekar, V. S., & Darda, P. (2022). A comprehensive look at Greenwashing from 1996 to 2021: A bibliometric analysis. *Journal of Indian Business Research*, 15(1), 157–186. <https://doi.org/10.1108/JIBR-04-2022-0115>
- Searle, J. R. (1969). *Speech Acts: An Essay in the Philosophy of Language* (1st ed.). Cambridge University Press.  
<https://doi.org/10.1017/CBO9781139173438>
- Searle, J. R. (1975). *Expression and Meaning: Studies in the Theory of Speech Acts* (1999 Edition). Cambridge Univ. Press.
- Simpson, P. (2004). *Stylistics: A Resource Book for Students*. Routledge.
- Stibbe, A. (2014). An Ecolinguistic Approach to Critical Discourse Studies. *Critical Discourse Studies*, 11(1), 117–128. <https://doi.org/10.1080/17405904.2013.845789>
- Van Leeuwen, T. (2014). About images and multimodality: A personal account. In S. Norris & C. D. Maier (Eds.), *Interactions, Images and Texts* (pp. 19–24). De Gruyter Mouton. <https://doi.org/10.1515/9781614511175.19>
- Viridis, D. (2022). *Ecological Stylistics: Ecostylistic Approaches to Discourses of Nature, the Environment and Sustainability*. Springer.
- Viridis, D. F. (2022a). *Ecological Stylistics: Ecostylistic Approaches to Discourses of Nature, the Environment and Sustainability*. Palgrave Macmillan. <https://doi.org/10.1007/978-3-031-10658-3>
- Viridis, D. F. (2022b). Ecostylistics: Texts, methodologies and approaches. *Journal of World Languages*, 8(3), 435–442. <https://doi.org/10.1515/jwl-2022-0058>
- Viridis, D. F. (2022c). Opposition in ecological discourse: An ecostylistic scrutiny of speakGreen ecological posts. *Journal of World Languages*, 8(3), 515–545. <https://doi.org/10.1515/jwl-2022-0036>
- Volschenk, J., Gerber, C., & Santos, B. A. (2022). The (in)ability of consumers to perceive greenwashing and its influence on purchase intent and willingness to pay. *South African Journal of Economic and Management Sciences*, 25(1). <https://doi.org/10.4102/sajems.v25i1.4553>

