Introduction S. 1

1) About IK: Imran Khan, was born on October 5, 1952, is a Pakistani politician, former cricketer, and the previous Prime Minister of Pakistan. He played a significant role in the field of cricket before entering politics. Khan was the captain of the Pakistani national cricket team when they won their first-ever Cricket World Cup in 1992.

Initially, **2)** PTI **struggled** to gain significant electoral success, but over the years, it grew in popularity and emerged as one of the leading political parties in Pakistan.

3) He has been a vocal advocate for social justice and has promised to tackle corruption and poverty in Pakistan. He often emphasizes the importance of a fair justice system and accountability of the ruling elite.

4) He has emphasized the significance of environmental conservation and has called for collective efforts to combat climate change.

Rationale and Significance S. 5

1) the action of clearing a wide area of trees. 2) the process of <u>eroding</u> or being <u>eroded</u> by wind, water, or other natural agents.
"the problem of soil erosion", the <u>gradual</u> destruction 3) Climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, but since the 1800s, human activities have been the main driver of climate change, primarily due to the burning of fossil fuels (like coal, oil and gas), which produces heat-trapping gases.

Rationale and Significance S. 6

It's worth noting that while the campaign was initiated by Imran Khan, its success relied on the collective efforts of various governmental departments, non-governmental organizations, and individuals who actively participated in the tree planting and conservation activities.

Significance S.7

1) Trees absorb carbon dioxide from the atmosphere and store it in their biomass, helping to mitigate climate change by reducing greenhouse gas concentrations.

2) Planting trees can help restore degraded ecosystems, improve soil health, and support the recovery of biodiversity. Trees provide habitats for various species, contribute to the water cycle, and enhance overall ecosystem resilience.

3) Trees play a vital role in purifying the air by absorbing pollutants and releasing oxygen. They also help filter water by reducing runoff and soil erosion, thus improving water quality.

Tree planting campaigns can have social and economic benefits as well. They can create green spaces, improve aesthetics, enhance urban cooling, provide shade, and offer recreational opportunities. Additionally,

4) tree planting initiatives can generate employment and promote community engagement and participation in environmental conservation.

Theoretical Framework S.8

This triangle rhetorical theory was first introduced by the ancient Greek philosopher Aristotle. He outlined these three modes of persuasion in his work "Rhetoric," where he discussed the art of effective communication and persuasion.

Ethos: Ethos refers to the ethical appeal or the credibility of the speaker or writer. It involves establishing trustworthiness, expertise, and authority to gain the audience's confidence and belief in the message being conveyed. Ethos can be established through various means, such as demonstrating knowledge on the subject matter, showcasing relevant experience or credentials, and displaying honesty and sincerity. By presenting themselves as credible and trustworthy, speakers or writers can enhance their persuasive impact.

Pathos Pathos relates to the emotional appeal or the ability to evoke and connect with the audience's emotions and values. It involves appealing to the audience's feelings, desires, fears, or sense of empathy to create an emotional response that supports the speaker's or writer's message. Pathos can be achieved through storytelling, vivid imagery, metaphors, personal anecdotes, or appeals to shared values. By tapping into the audience's emotions, the speaker or writer can engage their empathy and generate a stronger connection with the message.

Logos pertains to the logical appeal or the use of reasoning and evidence to support the speaker's or writer's argument. It involves presenting a well-structured, logical, and persuasive case through facts, statistics, logical reasoning, expert opinions, and examples. Logos aims to convince the audience through rationality and sound arguments, demonstrating the validity and coherence of the message. By employing logos effectively, speakers or writers can provide a rational basis for their claims and strengthen their persuasive impact.

Material & Methods S.11

The qualitative method allowed the researcher to understand "the meaning" of the situation or condition.