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GREEN IDEOLOGY IN ACTION: EPLORING THE CASCADE EFFECT STRATEGY IN ENVIRONMENTAL VIDEO DISCOURSE

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The environmental discourse of the 21st century is shaped by organizations like Greenpeace and the World Wide Fund for Nature (WWF), which strategically employ communication to influence public attitudes toward environmental protection. Central to this discourse is green ideology (Humphrey, 2002), which advocates for ecological sustainability, conservation, and responsible interaction with the natural world. This talk examines how green ideology is realized in discourse, with a particular focus on the cascade effect strategy within environmental video communication. Drawing on critical discourse analysis (van Dijk, 2014), multimodality (Machin & Mayr, 2023), and ecological communication (Luhmann, 1989), it explores the interplay between language, multimodal resources, and ideology in videos produced by Greenpeace and WWF. Through case study analysis, I will demonstrate how these organizations construct compelling narratives that embed environmental concerns into public consciousness, influencing perception and driving collective action through verbal and nonverbal means.

The cascade effect is a discursive strategy that shapes environmental communication by emphasizing the far-reaching consequences of ecological challenges (Krysanova, 2024). Built on a cause-effect framework, it frames environmental issues as triggering widespread effects across multiple domains. It recontextualizes knowledge, legitimizes authority, and prioritizes specific threats, reinforcing power dynamics in environmental communication. Climate change is represented not only as an environmental crisis but as a catalyst for broader social, economic, and healthcare issues.

The dataset comprises 95 environmental videos from Greenpeace and WWF, selected through a systematic review of publicly available content on their digital platforms and YouTube. These videos are designed to inform about environmental damage and to evoke empathy, urgency, and moral responsibility, directing viewers toward activism. I argue that the cascade effect connects scientific knowledge, media multimodal representation, and public awareness, transforming expert findings on climate change into emotionally charged narratives. This presentation will analyze how language and visuals combine to strategically construct cause-effect relations through conveying urgent information, fostering emotional engagement, and mobilizing action. The interplay between rational argumentation and affective appeal is based on the combination of crisis-laden (*threat, danger, risk*), emotion-laden (*fear, worried, scared*), and value-laden vocabulary (*duty, struggle, revolution*), factual reasoning, moral imperatives (e.g., *Give Earth a hand*), and visuals that depict both the systemic causes of ecological degradation and the resulting human and nonhuman suffering. Visuals perform a functional role through images of industrial sites and natural disasters that illustrate the broader structural causes, and a narrative role through images of suffering people and animals that heighten emotional impact.

This study demonstrates how the cascade effect strategy highlights the cause of climate change and its widespread impact on all aspects of human life through the interplay of multimodal elements.

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