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**MOTRENIUC DIANA**

**SEMIO-PRAGMATIC DIMENSIONS OF ECOLOGICAL  
ADVERTISING DISCOURSE IN ENGLISH (WITH CASE  
STUDIES IN THE REPUBLIC OF MOLDOVA)**

**621.05. SEMIOTICS; SEMANTICS; PRAGMATICS**

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The thesis was developed within the Doctoral School of Humanities and Education Sciences of Moldova State University.

**Scientific supervisor:**

*Cincilei Cornelia, PhD in Philology, Associate Professor.*

**Membrii Comisiei de îndrumare:**

1. *Lifari Viorica, PhD in Philology, Associate Professor*
2. *Creangă Oxana, PhD in Philology, Associate Professor*
3. *Guțu Silvia, PhD in Philology, Associate Professor*

**Composition of the Docotoral Committee:**

Chairperson – *Molea Viorica, Dr. Habil. in Philology, Professor, MSU*

Scientific supervisor – *Cincilei Cornelia, PhD in Philology, Associate Professor, MSU*

Reviewer 1 – *Lifari Viorica, PhD in Philology, Associate Professor, MSU*

Reviewer 2 – *Savin – Zgardan Angela, Dr. Habil. in Philology, Professor, ULIM*

Reviewer 3 – *Stoianova Inga, PhD in Philology, Associate Professor, ULIM*

Scientific secretary – *Bețivu Nadejda, MSU*

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Author,  
*Motreniuc Diana*



Scientific supervisor,  
*Cincilei Cornelia, PhD in Philology, Associate Professor*



Chairperson of the Doctoral Committee,  
*Molea Viorica, Dr. Habil. in Philology, Professor*



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## CONCEPTUAL FRAMEWORK OF THE RESEARCH

**The relevance and significance of the proposed research problem.** The research topic is highly relevant, as ecological advertising discourse directly reflects and responds to global environmental crises, becoming a strategic instrument for education and social mobilization. Its importance lies in its capacity to influence individual and collective behavior through semio-pragmatic and multimodal mechanisms, thereby contributing to the promotion of sustainability. The topic aligns with international concerns regarding sustainable development and responsible communication and is supported by the global practices of corporations and environmental organizations. The research addresses the need to strengthen ecological culture in the Republic of Moldova, where this type of discourse remains insufficiently explored. At the same time, it corresponds to the research directions pursued within the Department of Romanic and Germanic Languages, Faculty of Letters, at the State University of Moldova, particularly at the master's level, by integrating perspectives from semiotics, pragmatics, and ecolinguistics within an inter- and transdisciplinary framework. The study builds upon previous research in linguistics, discourse analysis, and semiotics (Barthes, Chandler, Fairclough, van Dijk), while highlighting the lack of applied analyses for the local context [6]. Consequently, the research proposes an innovative, comparative, and methodologically rigorous approach, contributing to the development of both the theoretical and applied framework of ecological advertising discourse.

**The aim and objectives of the study.** The aim of the study is to investigate and establish, within a semio-pragmatic and socio-discursive theoretical framework, a rigorous description of the way in which ecological advertising discourse structures representations, attitudes, and behaviors through mechanisms of meaning production and axiological legitimization. The research seeks to provide an operational distinction between commercial ecological advertising discourse (CEAD) and social ecological advertising discourse (SEAD). While CEAD is profit-oriented, promoting products, services, or corporate image through ecological themes and sustainability rhetoric, SEAD is educational and awareness-oriented, aiming to raise environmental consciousness, encourage socially responsible attitudes, and influence ecological behavior within society. The study further highlights their functions, typological organization, and perlocutionary effects within the Romanian-speaking community, particularly in the Republic of Moldova. The analysis focuses on the multimodal resources of static ecological advertisements and on processes of semiosis, including framing, metaphorical mappings, strategic omissions, identity constructions, and intersemiotic relations. Special attention is devoted to greenwashing, approached as a discursive-manipulative practice with normative impact. In order to achieve this aim, the research pursues the following objectives:

1. To identify and describe the semiotic and pragmatic mechanisms through which ecological messages are constructed and interpreted in diverse cultural contexts.
2. To operationalize the distinction between CEAD and SEAD and to develop a typological classification of ecological advertising discourse.
3. To analyze multimodal resources (visual, chromatic, and typographic) and text–image relations in the construction of ecological meanings.
4. To examine the role of emotions, discursive ethos, and cultural appeals in the persuasive effectiveness of ecological messages.
5. To investigate the phenomenon of greenwashing and to elaborate relevant indicators for its identification.
6. To highlight the processes of naturalization of ecological values and the ways in which these values are internalized as cultural norms within contemporary advertising discourse.
7. To evaluate current ecological advertising strategies in the Republic of Moldova and to formulate applied recommendations for the optimization of green communication.

By articulating these objectives, the research demonstrates its integrative and innovative nature, contributing to the advancement of the theoretical and methodological framework of ecolinguistics and the pragmatics of advertising discourse.

**The research hypothesis** is grounded in the assumption that SEAD develops specific mechanisms for constructing and naturalizing ecological values through semio-pragmatic and multimodal strategies (verbal, visual, and symbolic), and that these mechanisms produce distinct persuasive effects depending on the cultural and linguistic contexts in which they are created and interpreted. It is further assumed that, within the global–local circulation of discourse, English discursive strategies are transferred, adapted, and resemanticized in the local context, leading either to the genuine internalization of pro-environmental values or to their simulation through greenwashing practices. Accordingly, the study argues that the effectiveness and credibility of ecological advertising discourse depend on the coherence between the semio-pragmatic resources employed, their cultural and axiological grounding, and the consistency between the discursive message and extralinguistic reality. This relationship is considered essential for distinguishing genuinely profit-interest ecological discourse from public-interest ecological discourse.

**Summary of the research methodology and justification of the selected research methods.** The research methodology is based on an interdisciplinary, semio-pragmatic, and multimodal framework that reflects the complex nature of EAD, where meaning is co-constructed through the interaction of verbal, visual, and symbolic codes. The study adopts a predominantly qualitative and interpretative approach, combining discourse analysis, semiotic analysis, and

pragmatic analysis in order to explore both the mechanisms through which meaning is produced and the persuasive effects generated by ecological messages.

Multimodal analysis represents the central method of the study, enabling the investigation of text–image relations and intersemiotic strategies. It is complemented by contextual analysis, used to examine cultural anchoring; structural-semantic analysis, applied to the examination of terminology; and typological analysis, employed to distinguish between CEAD and SEAD. Case study methodology and comparative analysis based on a bilingual English–Romanian corpus are used to highlight discursive processes of transfer and naturalization.

**Scientific novelty.** The scientific novelty of the thesis lies in the development of an integrative semio-pragmatic analytical model applied to EAD, which correlates the linguistic, visual, and pragmatic dimensions within a unified interpretative framework. The study provides a rigorous conceptual distinction between CEAD and SEAD, highlighting their functional, axiological, and persuasive differences. An innovative aspect of the research is the operationalization of the concept of naturalization, approached not as an abstract theoretical notion, but as a semiotic process identifiable through concrete indicators. The thesis also proposes an original framework for diagnosing the phenomenon of greenwashing, based on linguistic, visual, and contextual indicators applicable to the critical analysis of advertising discourse. The novelty of the study is further supported by its comparative approach (English–Romanian), which reveals processes of transfer, adaptation, and resemanticization of global discursive strategies within the context of the Republic of Moldova. Furthermore, the research draws upon an extensive and systematically organized empirical corpus comprising more than 400 advertisements, a field that remains insufficiently explored in the scholarly literature of the Republic of Moldova.

**Significance and practical value of the study.** The significance of the study lies in its contribution to strengthening the interdisciplinary theoretical framework connecting semiotics, pragmatics, and ecolinguistics, while offering an integrative perspective on the ways in which SEAD shapes environmental awareness and pro-ecological behavior. Its practical value resides in the potential application of the proposed analytical model to the development of effective ecological communication campaigns, the identification and prevention of greenwashing practices, and the adaptation of advertising messages to local cultural contexts. Furthermore, the findings may be applied in both academic and professional settings, particularly in the fields of social advertising, sustainable marketing, and ecological education.

**Keywords:** advertising persuasion, ecological advertising discourse, ecolinguistics, greenwashing, discursive naturalization, multimodal analysis, pragmatics, semiotics, sustainability, text–image relations.

## THESIS CONTENT

**The Introduction** synthesizes the overall research approach, highlighting the relevance of the topic within the context of ecological advertising discourse and its significance for shaping pro-environmental behavior. It outlines the aim and objectives of the study, as well as the interdisciplinary methodology based on semio-pragmatic and multimodal analysis within a qualitative framework. The section also presents the elements of novelty and originality, the central issue concerning the distinction between genuinely pro-ecological discourse and greenwashing, and the theoretical and practical value of the research.

**Capitolul 1. Advertising Discourse – Intratypological Variability. A Retrospective of the Evolution of Advertising Discourse.** Advertising has evolved over time as a dynamic socio-cultural and economic phenomenon, continuously adapting to technological and social transformations. From its earliest forms of commercial promotion associated with traditional practices to the sophisticated strategies of the digital era, advertising has developed alongside the evolution of society and market mechanisms.

The Industrial Revolution significantly increased the importance of advertising in the context of mass production and growing economic competition, leading to the development of increasingly sophisticated persuasive techniques. A fundamental transformation occurred with the emergence of the Internet, which inaugurated the era of digital advertising. Online platforms enabled the personalization of messages, interactivity, and the precise monitoring of audience impact, resulting in an increasingly strong integration between content and media support. In this context, the boundaries between medium and message have become progressively blurred, with advertising itself turning into a space of experience and interaction.

In the Republic of Moldova, the development of the advertising market was shaped by the post-Soviet transition, initially characterized by the dependence on external content and a limited media infrastructure. Over time, however, the diversification of communication channels and the expansion of Internet access contributed to the consolidation of a local advertising sector.

From a linguistic and semiotic perspective, advertising functions as a complex persuasive discourse that employs multiple codes to construct meanings and influence behavior, an aspect also emphasized in Guy Cook's analysis of advertising discourse [7]. Signs, metaphors, and discursive strategies activate cultural and emotional values, contributing to the shaping of social representations and the naturalization of certain ideologies. Thus, advertising not only reflects social reality, but also actively participates in its construction, becoming a major field of interest for both marketing and linguistic research.

**Defining characteristics and typological diversity of advertising discourse.** Advertising discourse manifests itself as a multidimensional phenomenon situated at the intersection of language, culture, and economics, integrating elements from various fields such as psychology, sociology, and semiotics. Functioning as a form of paid and strategically oriented communication, it is not limited to the transmission of information, but seeks to influence the perceptions and behaviors of a target audience through complex persuasive mechanisms.

Its hybrid character implies an interconnection between text, context, and the medium of dissemination, making the interpretation of advertising messages dependent on social and cultural factors. From a pragmatic perspective, advertisements function as speech acts [11], possessing significant illocutionary and perlocutionary force: they do not merely inform, but also promise, suggest, provoke, or motivate specific actions, such as purchasing products or changing attitudes.

The semiotic dimension highlights the role of signs and symbols in the construction of meaning, with advertising generating modern myths and activating deeply rooted cultural values, in the sense conceptualized by Roland Barthes [3]. At the same time, the aesthetic and playful character of advertising contributes to the memorability of messages, bringing advertising closer to artistic forms such as poetry through the use of figurative and refined language. This symbolic flexibility allows for multiple interpretations and actively engages the receiver in the process of meaning-making.

The diversity of advertising discourse is reflected in a wide range of typologies determined by purpose (commercial, social, political, institutional), media channels (traditional, digital, environmental), and forms of realization (static, audiovisual, interactive). From a stylistic perspective, advertising may be narrative, emotional, comparative, shocking, or poetic, with each strategy adapted to a particular context and target audience.

The fundamental functions of the advertising message — informative, affective-axiological, and injunctive — operate simultaneously to construct knowledge, generate emotions, and stimulate action. In this way, advertising becomes not only an economic instrument, but also a cultural vehicle capable of reflecting and shaping the values, norms, and behaviors of contemporary society.

**Social advertising versus commercial advertising. Terminological interferences.** Contemporary advertising is structured around a fundamental distinction between its *commercial* and *social* dimensions, each characterized by distinct discursive strategies, objectives, and persuasive mechanisms. While the former is primarily oriented toward profit and the stimulation of consumption, the latter seeks to transform attitudes and behaviors in the interest of the common good, addressing major social issues such as environmental protection and social equity.

*Social* advertising is defined by its non-profit character and its orientation toward the promotion of values and civic responsibility, functioning as a catalyst for social change and as an instrument for community education and mobilization. It activates multiple semantic dimensions of the concept of the social, ranging from the representation of interpersonal relations and cultural norms to involvement in the socio-political sphere and the promotion of collective solidarity. In this sense, advertising discourse not only conveys messages, but also constructs representations of society and models of behavior, contributing to the formation of collective consciousness, as also emphasized by Dan Petre [21].

By contrast, *commercial* advertising is based on controlled, paid, and strategically directed communication aimed at influencing purchasing decisions and strengthening brand image [18]. It employs explicit persuasive techniques, suggestive imagery, and direct calls to action, and its effectiveness is generally measured through concrete economic indicators such as increased sales. Unlike commercial advertising, the impact of social advertising is manifested over the long term through changes in attitudes and behavior at both the individual and collective levels.

Although distinct in their purposes, the two types of advertising share common mechanisms, including informative, affective-axiological, and injunctive functions, as well as the use of linguistic and semiotic strategies aimed at influencing the audience. The interferences between them become particularly visible in contexts such as the promotion of *green* products, where commercial discourse incorporates social or ecological themes, sometimes giving rise to greenwashing practices.

An essential level in differentiating types of advertising discourse lies in the terminological dimension, where ambiguities and conceptual overlaps frequently occur between terms such as *advertising*, *publicity*, *advertisement*, and *commercial*. In the English context, these notions are relatively well distinguished: *advertising* refers to the process of paid, controlled, and strategically oriented communication; *advertisement* denotes the concrete product of this process, namely the advertising message itself; *commercial* refers specifically to the audiovisual form broadcast through mass media, especially television or radio; while *publicity* designates a form of unpaid exposure mediated through public interest and lacking direct control from the sender.

By contrast, in Romanian, the generic term *publicitate* tends to cover a much broader semantic field, encompassing both paid communication (equivalent to *advertising*), unpaid promotional exposure (associated with *publicity*), and the final product itself (*reclamă* / *advertisement*). This overlap generates confusion not only at the linguistic level, but also at the conceptual one, affecting the clear delimitation of the functions, mechanisms, and strategies involved in advertising communication. Furthermore, the existence of false cognates between

English and Romanian, such as *publicity* and *publicitate*, increases the risk of inaccurate interpretation in translation and discourse analysis. In this context, clarifying terminological distinctions becomes essential not only for theoretical rigor, but also for practical applicability in fields such as marketing, communication, and discourse research.

Advertising emerges as a complex field in which economic and social dimensions coexist and interact, reflecting both market interests and the need for collective responsibility. The analysis of the differences and interferences between these forms provides an essential perspective on the ways in which advertising discourse shapes the perceptions, values, and behaviors of contemporary society.

### **Multimodality in social advertising discourse: the interaction between text and image.**

In the context of contemporary communication, social advertising discourse acquires a profoundly multimodal dimension in which meaning is no longer constructed exclusively through verbal language, but through the complex interaction of text, image, color, sound, and spatial design. This integration of semiotic modes reflects the technological and cultural transformations of digital society, where messages are designed as complete visual and cognitive experiences capable of conveying multiple meanings rapidly and effectively.

The foundations of this approach can be traced to the semiotic tradition, which, as early as the twentieth century, emphasized the role of signs in the construction of meaning. These ideas were later expanded through theories of multimodality [5], which examine the relationships between verbal and nonverbal components. Within this framework, the interaction between text and image becomes fundamental, with each element contributing complementarily to the formation of meaning. The relationships between these modes may involve reinforcement, extension, or even contrast, generating complex meanings and encouraging the active engagement of the receiver.

The contributions of Gunther Kress and Theo van Leeuwen [16] highlight the existence of a visual grammar through which images are organized according to principles of representation, interaction, and composition, reflecting social and ideological values. At the same time, Roland Barthes argues that advertising images simultaneously convey linguistic, coded iconic, and non-coded iconic messages, whose interpretation depends on the viewer's cultural experience [2]. Meaning, therefore, is not fixed, but negotiated according to context and the interpretative competencies of the audience.

In social advertising, this multimodality is strategically employed to maximize emotional and persuasive impact. Text provides clarity and direction, images evoke empathy and emotional responses, colors intensify symbolic meanings, and spatial design organizes information in a

coherent and accessible manner. The synergy of these elements reduces ambiguity and creates memorable messages capable of mobilizing audiences around social issues such as public health, environmental protection, or violence prevention.

An important aspect of multimodality is its cultural and contextual character. The selection of symbols, colors, and visual strategies is adapted to the values and sensitivities specific to each society, thereby influencing the reception and interpretation of the message. Furthermore, the development of digital media has introduced an interactive dimension, transforming the receiver into an active participant who can interpret, redistribute, and reconstruct the advertising message.

Multimodality also contributes to the accessibility and inclusiveness of communication by enabling messages to be adapted for diverse audiences. In this sense, multimodal structure becomes not only an aesthetic strategy, but also an ethical one, oriented toward communicative effectiveness and informational equity.

Consequently, multimodal social advertising discourse emerges as a complex mechanism of meaning construction in which the interaction between semiotic modes generates persuasive and memorable experiences. This paradigm not only reflects the dynamics of contemporary society, but also actively contributes to shaping perceptions, emotions, and behaviors, reinforcing the role of advertising as an instrument of social change.

**Chapter 2. Ecological Discourse as a Type of Advertising Discourse. The Origins and Interdisciplinary Nature of Ecological Communication.** Ecological communication has established itself as a fundamental domain of contemporary discourse, evolving in close connection with the growing global awareness of the environmental crisis. From the earliest nature protection movements of the XIX century to the international initiatives and environmental legislation of the second half of the XX century, this form of communication has reflected and supported major societal transformations in humanity's relationship with nature. Key events, such as the works of Rachel Carson [4] and the celebration of Earth Day, contributed significantly to raising public awareness and to the institutionalization of environmental concerns at the global level.

In this context, ecological communication has expanded beyond its purely informative function, becoming an instrument for influencing behavior and shaping social values. Mass media, and later digital media, amplified the visibility of environmental issues, while companies gradually incorporated ecological themes into their communication strategies, either for ethical reasons or in response to consumer pressure.

The theoretical foundation of this field is provided by *ecolinguistics*, an interdisciplinary approach that examines the relationship between language, society, and the environment. Inspired

by the works of Einar Haugen [14] and the later developments proposed by Michael Halliday [12], *ecolinguistics* highlights the role of language in shaping perceptions of nature and influencing ecological behavior. It addresses issues such as linguistic diversity, ecological discourse, and the interaction between language and the environment, emphasizing that language is not neutral, but rather reflects and shapes ideologies and power relations.

More recent contributions, such as those of Arran Stibbe, bring to the forefront the critical analysis of dominant discourses that sustain consumerism and the exploitation of nature, while proposing alternative *ecocentric* narratives oriented toward sustainability [24]. At the same time, *ecosophy* provides an ethical and philosophical framework for these approaches, emphasizing the interdependence of all forms of life and the need for a harmonious relationship between humanity and nature.

From an applied perspective, ecological advertising becomes a strategic instrument for education and social mobilization, capable of influencing both individual behavior and public policy. Environmental campaigns, including anti-plastic initiatives and campaigns developed by brands such as *Patagonia*, demonstrate that advertising discourse can move beyond traditional commercial logic and contribute to significant social and legislative change.

Overall, ecological communication emerges as a complex and interdisciplinary field in which language, ethical values, and discursive strategies play a central role in promoting sustainability. The integration of *ecolinguistic* and *ecosophical* perspectives therefore becomes essential for understanding and addressing contemporary environmental challenges, as well as for constructing a responsible discourse capable of inspiring lasting social change.

**Social ecological advertising discourse (SEAD) versus commercial ecological advertising discourse (CEAD).** The analysis of ecological discourse in the contemporary public sphere highlights the need for a rigorous conceptual distinction between forms of communication that, although centered on the same environmental themes, pursue different objectives. In this regard, the distinction between social ecological advertising discourse (SEAD) and commercial ecological advertising discourse (CEAD) becomes essential for understanding the ways in which environmental values are articulated and instrumentalized across different communicative contexts.

CEAD operates within the logic of the market economy, integrating sustainability themes as a strategic resource in brand image construction and in influencing consumer behavior. Within this framework, ecological values are often transformed into symbolic capital, being used to legitimize products and to respond to the expectations of an audience that is increasingly sensitive to environmental issues. However, this practice also raises ethical concerns, particularly in the

context of *greenwashing*, where ecological discourse is employed in a superficial or manipulative manner, creating a discrepancy between the promoted message and the actual environmental impact.

By contrast, SEAD asserts its social and transformative character by using the instruments of advertising to educate, raise awareness, and mobilize the public toward the adoption of sustainable behaviors. Its primary aim is not profit, but the transformation of collective consciousness, relying on multimodal rhetorical strategies that combine rational arguments with powerful emotional appeals. Suggestive imagery and concise messages thus become catalysts for empathy and social responsibility, contributing to the formation of new ecological norms and values.

**Table 1. Distinctions between CEAD and SEAD (developed by the author – D. M.)**

<b>Criterion</b>	<b>CEAD</b>	<b>SEAD</b>
Main objective	Promotion of ecological products and services aimed at increasing sales	Shaping ecological awareness and promoting social behavioral change
Orientation	Commercial	Social
Strategies	Association of ecological values with brands and products	Raising public awareness through education and emotional appeals
Target audience	Consumers concerned with sustainability	Society as a whole
Ethical risks	<i>Greenwashing</i> and the exaggeration of ecological benefits	Exaggeration of negative impacts in order to create emotional shock
Examples	Campaigns promoting <i>eco-friendly</i> products	Campaigns raising awareness about the need to reduce plastic pollution

Although distinct in orientation and objectives, the two types of discourse frequently intersect in practice, which may generate confusion both at the analytical level and in public perception. The widespread use of the Romanian phrase *reclamă ecologică* (*ecological advertisement*) in everyday language reflects a semantic simplification that tends to blur the distinction between *commercial* and *social* messages. This terminological homogenization highlights the need for a critical approach and for conceptual clarification, both of which are essential for evaluating the authenticity and effectiveness of ecological discourse.

Therefore, the distinction between CEAD and SEAD represents not merely a theoretical exercise, but also a fundamental condition for the responsible analysis of ecological communication. It enables the identification of discursive strategies, the highlighting of ethical implications, and a deeper understanding of the ways in which language contributes to shaping environmental perceptions and behaviors. In this respect, commercial ecological advertising

discourse and social ecological advertising discourse emerge as significant indicators of the tension between economic interest and social responsibility that characterizes our society.

**Terminology used in SEAD and CEAD.** Following these distinctions, the terminological analysis of ecological discourses reveals that the differences between SEAD and CEAD are not limited to the conceptual level, but are also deeply reflected in the lexical and pragmatic structure of the messages. Language thus becomes a strategic instrument through which communicative intentions, ideological orientation, and effects on the audience are constructed.

In the case of SEAD, terminology is characterized by an ethical and collective orientation, structured around lexemes with normative and mobilizing value, such as *recycle*, *save*, *respect*, or *together*. These terms do not merely inform, but also activate social awareness and individual responsibility, generating an injunctive discourse characterized by direct appeals to action and solidarity. The dominant syntactic structures — imperatives and inclusive formulations — contribute to the construction of a communal ethos and convey a sense of moral urgency specific to discourses oriented toward social change.

By contrast, CEAD employs simplified terminology oriented toward commercial appeal, relying on terms such as *eco*, *bio*, *natural*, or *100% green*, which suggest sustainability without always providing concrete clarification. These expressions function as persuasive labels intended to facilitate purchasing decisions and are integrated into a declarative and descriptive syntax focused on highlighting product attributes. Lexical ambiguity thus becomes a strategic instrument, allowing for a favorable, though at times superficial, interpretation of the message.

This terminological opposition essentially reflects the distinction between a discourse oriented toward social responsibility and one oriented toward consumption. While SEAD constructs meaning through ethical appeals and collective values, CEAD instrumentalizes ecological language in order to generate financial capital and commercial advantage, at times risking a slide into greenwashing practices.

Furthermore, terminological diversity is amplified by cultural and linguistic variations, as terms such as *eco*, *bio*, or *organic* acquire different meanings depending on the geographical context. Although this polysemy contributes to the popularization of ecological discourse, it may also generate ambiguity and misinterpretation, ultimately undermining public trust.

Therefore, terminological clarity becomes an essential condition for the effectiveness and credibility of ecological communication. A rigorous and responsible use of language not only facilitates the distinction between authentic and manipulative messages, but also contributes to the consolidation of a sustainable discourse capable of genuinely influencing the perceptions and behaviors of contemporary society.

### **CEAD as a fictional–manipulative discourse and the phenomenon of greenwashing.**

CEAD may be understood as a complex form of symbolic construction in which language does not merely describe reality, but strategically reconstructs it by associating products and services with values such as sustainability, purity, and environmental responsibility. This discursive dimension brings CEAD closer to the realm of fiction, insofar as meanings are deliberately shaped and organized in order to create an attractive and persuasive narrative for consumers.

Within this logic, advertising functions as a form of modern *mythology* in which products are invested with cultural and emotional meanings that extend far beyond their actual characteristics. Nature becomes a symbol of purity, while ecology is transformed into a symbol of ethical responsibility, both being integrated into commercial discourse in order to shape consumer perceptions and behaviors. However, this symbolic construction may create a significant gap between message and reality, particularly when ecological values are employed in a superficial or strategic manner.

This discrepancy becomes especially evident in the context of *greenwashing*, where ecological discourse no longer functions as a transparent communicative convention, but as a form of manipulation that violates the principles of sincerity and communicative responsibility. The use of terms such as *eco-friendly*, *natural*, or *non-toxic* in the absence of verifiable evidence transforms language into an instrument of deception, constructing an illusory reality around the promoted product. Thus, semantic ambiguity and visual symbols — *leaves*, *water*, *natural landscapes* — become rhetorical resources intended to reinforce the apparent credibility of the message.

The expansion of this phenomenon has led to the emergence of an entire lexical field associated with *green* ideology, including terms such as *greenshifting*, *green crowding*, *green lighting*, and *greenhushing*, which describe various discursive strategies aimed at avoiding responsibility or manipulating public perception. These concepts highlight the complexity of the relationship between language, ideology, and behavior, emphasizing that ecological discourse is not neutral, but deeply shaped by economic and symbolic interests.

In this context, the critical analysis of language becomes essential for distinguishing between authentic ecological communication and manipulative discourse. *Greenwashing* not only undermines consumer trust, but also weakens genuine sustainability efforts by generating widespread confusion in public perception.

Consequently, CEAD must be approached as a space of tension between representation and reality, between ethics and commercial interest. A rigorous understanding of its linguistic and rhetorical mechanisms allows not only for the deconstruction of persuasive strategies, but also for

the promotion of responsible communication grounded in transparency and authenticity, capable of genuinely contributing to environmental awareness and protection.

**Pragmatic dimensions of SEAD in static advertisements.** The pragmatic dimension of SEAD in static advertisements highlights the role of language in directly influencing behaviors and attitudes. The messages are not limited to providing information, but function as persuasive acts, frequently employing imperative structures (*Recycle! Act now!*) and inclusive forms (*we, together*) in order to mobilize the public and create a sense of collective responsibility.

The integration of text with visual and symbolic elements enables the rapid transmission of meaning, while presuppositions and implications activate pre-existing interpretative frameworks. In this way, static SEAD advertisements become effective instruments of awareness-raising and social change, oriented toward the construction of a collective ecological consciousness.

**Multimodal strategies in SEAD: from meaning construction to emotional impact.** The effectiveness of SEAD messages does not depend solely on the verbal component, but on the complex interaction between text, image, color, and graphic organization, which together create a coherent and emotionally charged framework of communication. Ecological advertisements function as integrated multimodal structures in which each semiotic resource contributes to the construction of values and to guiding interpretation. Concepts such as negativity, positivity, superlativity, and personalization are strategically employed to intensify emotional impact and stimulate audience engagement. At the same time, the aesthetic dimension plays an essential role, transforming the message into an attractive and memorable visual experience.

The relationship between text and image is regulated through semiotic mechanisms such as anchorage and relay, which either limit or expand interpretation, thereby facilitating the transmission of complex messages. At the same time, the integration of principles of intertextuality and transtextuality enables advertisements to connect with broader cultural frameworks, enhancing their relevance and symbolic resonance.

The narrative dimension of advertising discourse is equally significant, as advertisements frequently construct visual micro-narratives based on oppositions and contrasts (problem–solution), which facilitate understanding and emotional involvement on the part of the audience. In this sense, visual structures become carriers of ideological meanings, guiding the receiver toward the adoption of ecological values.

**The cultural and axiological anchoring of SEAD.** The cultural and axiological anchoring of SEAD highlights the fact that ecological messages do not function in a vacuum, but are deeply embedded in the cultural and value systems specific to each society. Advertising not only reflects

these values, but also actively contributes to their consolidation and reconstruction, becoming a mechanism for shaping collective consciousness and social behavior in relation to the environment.

As Angela Goddard emphasizes, advertisements, although individually ephemeral, generate long-term cumulative effects, contributing to the formation of a coherent system of cultural meanings. In this sense, SEAD becomes a discursive space in which ecological values are not merely communicated, but also naturalized and integrated into collective consciousness. This perspective is further supported by the concept of cultural ecology formulated by Julian Steward, which highlights the dynamic relationship between culture and environment, as well as the role of norms and beliefs in shaping ecological behavior.

From a discursive perspective, advertising functions, according to J. A. González Martín, through concise and efficient mechanisms, constructing symbolic micro-narratives that convey a maximum of meaning within a limited space. Within this framework, SEAD draws upon cultural stereotypes, symbols, and collective references in order to create identity resonance and facilitate the internalization of ecological values. The environmental advertising message thus becomes not merely informative, but deeply axiological, articulating values such as responsibility, solidarity, and respect for nature.

In a similar vein, Arran Stibbe argues that ecological discourse is not simply a reflection of reality, but an active instrument for shaping perceptions and ideologies [24]. Consequently, SEAD may be understood as a discursive framework within which the values of sustainability are constructed, negotiated, and promoted, contributing to the redefinition of the relationship between humanity and the environment. The integration of cultural elements into advertising discourse is also explained through the model proposed by Geert Hofstede, who identifies symbols, rituals, heroes, and values as fundamental dimensions of culture. These components are appropriated and resemanticized in ecological advertising, where symbols such as leaves or water become semantic anchors of sustainability, and ecological values are transformed into moral and identity-based reference points.

In this context, SEAD no longer appears merely as a communication tool, but as a complex mechanism for the production of social reality, in which the advertisement becomes a form of omnipresent visibility that structures the perception of the contemporary world. Through its symbolic and cultural strategies, SEAD contributes to the construction of a *green* ideology in which sustainability becomes not only a necessity, but also a central value of society.

Thus, the cultural and axiological anchoring of SEAD demonstrates that ecological advertising is more than a simple persuasive instrument: it functions as an active agent of social

change, capable of shaping identities, legitimizing values, and directing collective behavior toward a more responsible relationship with the environment.

**Chapter 3. Socio-Cultural Dimensions of Social Ecological Advertising Discourse: Global Messages and Local Conceptualizations. Semiotic, pragmatic, and ideological strategies in static ecological advertisements from the Republic of Moldova.** Static ecological advertisements in the Republic of Moldova function simultaneously as informative messages and cultural signs, contributing to the formation of a collective consciousness oriented toward environmental protection.

The analysis of the corpus reveals a convergence of discursive and visual strategies: the advertisements predominantly employ recognizable ecological symbols (the green color, leaves, the planet), minimalist compositions, and concise imperative formulations that enhance the memorability and effectiveness of the message. From this perspective, in accordance with the theory of signs developed by Charles Sanders Peirce, the advertisements make use of iconic, indexical, and symbolic signs to construct both representations of ecological threats and possible solutions, thereby guiding the receiver's interpretation [20].

From a pragmatic perspective, SEAD exploits the conative function of language by employing imperatives, direct forms of address, and appeals to collective responsibility in order to stimulate active public engagement. At the same time, persuasive strategies are highly diversified, including emotional appeals (pathos), rational arguments (logos), narrative constructions (storytelling), and ironic or reflective techniques, each contributing to the shaping of perceptions and the generation of behavioral responses.

The classification of advertisements along two axes — discursive nature (directive, representative, narrative, technical, hybrid) and dominant persuasive strategy — highlights the complexity and adaptability of ecological communication in relation to audience and context. Moreover, the integration of local cultural elements and identity-based references strengthens the resonance of the messages, transforming advertising into a vehicle of collective responsibility.

Local ecological advertising thus extends beyond its informative function, becoming a cultural mechanism for the naturalization of ecological values. Through the coherent use of semiotic and rhetorical resources, these advertisements actively contribute to shaping social behavior and to strengthening a culture of sustainability in the context of contemporary environmental challenges.

**Analysis of naturalization processes in SEAD.** The analysis of SEAD in advertisements highlights the central role of naturalization in transforming ecological messages from simple persuasive acts into internalized social norms. The integration of *green* values into collective

consciousness is achieved not only through information and argumentation, but also through a complex set of linguistic, semiotic, and cultural mechanisms that make these values appear natural, legitimate, and unquestionable.

The concept of *naturalization*, originally developed in linguistics and later expanded within discourse analysis, refers to the process through which elements that are initially external or ideological become internalized to the level of common sense. From this perspective, Norman Fairclough [9] argues that dominant discourses become self-evident precisely through this process of naturalization, while Roland Barthes explains how ideologies are transformed into modern *myths* that appear neutral and universal. Applied to ecological advertising, these theories reveal that the values of sustainability are presented as moral imperatives rather than debatable choices.

At the discursive level, naturalization is achieved through the use of positively charged lexemes (*green, ecological, sustainable*), repetitive slogans, and appeals to collective responsibility, all of which transform ecological behaviors into social norms. At the same time, the visual dimension relies on idealized images of nature and universal symbols (*leaves, water, natural cycles*), reinforcing the perception of a harmonious natural order that must be protected. The interaction of these resources creates a coherent discursive reality in which environmental protection appears as a self-evident moral necessity.

From an ecolinguistic perspective, Arran Stibbe highlights the role of the “stories we live by,” through which discourse shapes collective perceptions and behaviors [24]. Similarly, Teun A. van Dijk demonstrates that ideologies become dominant through discursive reproduction and social internalization [8]. In this sense, ecological advertising does not merely reflect reality, but actively contributes to the construction of an eco-cultural identity in which environmental responsibility becomes a criterion of belonging and social validation.

At the same time, mechanisms of naturalization also involve ideological and power-related dimensions. By focusing primarily on individual responsibility, advertising discourse may obscure the structural causes of the ecological crisis and shift the burden of change onto consumers. As a result, the apparent neutrality of such messages conceals a hegemonic vision of sustainability that privileges particular economic and symbolic interests.

SEAD therefore emerges as a complex mechanism for the symbolic organization of reality, in which naturalization plays a central role. Through the integration of linguistic, visual, and cultural resources, it transforms ecological values into collective axiological reference points, contributing to the shaping of behaviors, identities, and social perceptions within the contemporary context of environmental crisis.

### **Applied analysis of semio-discursive strategies in SEAD in the Republic of Moldova.**

The analysis of ecological advertisements is conducted within a semio-pragmatic methodological framework that integrates image reading and the interpretation of verbal discourse in order to highlight the mechanisms through which advertising messages construct meaning and influence collective perceptions. Advertisements are approached not merely as communication tools, but as spaces for the production of social reality, capable of naturalizing or reconfiguring representations of the environment.

From this perspective, the analysis combines visual elements (composition, salience, symbols) with discursive structures (intertextuality, presuppositions, irony) in order to identify the ways in which ecological advertising transforms cultural content into socially accepted *common sense*. Particular emphasis is placed on the process of *naturalization*, through which discursively constructed meanings come to be perceived as natural and unquestionable, thereby contributing to the establishment of an ecological culture at the collective level.

The applied approach focuses on examples from the Republic of Moldova, making it possible to observe how global theoretical concepts are adapted and negotiated within a local context. The analysis does not target idealized or abstract forms, but rather the actual functioning of messages within their sociocultural environment, where language, symbols, and cultural references play an essential role in interpretation.

The selection of case studies aims to highlight the diversity of *naturalization* mechanisms. Some advertisements draw upon deeply rooted cultural symbols and identity myths, which are resemanticized in order to convey ecological messages, while others rely on everyday practices and familiar visual frameworks that are critically reframed to generate awareness. This complementarity demonstrates that ecological public advertising discourse can intervene both at the level of the collective imaginary and at the level of everyday behavior, shaping social perceptions and attitudes.

***Pe-un picior de plai / pe-o gură de rai (studiu de caz 1) - On a hillside meadow / at heaven's gateway (Case Study 1)***



The analysis of the first case study highlights the ways in which ecological public (advertising) discourse functions as a mechanism for reconfiguring the cultural imaginary and influencing social behavior through the exploitation of tensions between traditional symbolic

codes and contemporary visual reality. The integration of the verse from Miorița — *On a hillside meadow / at heaven's gateway* — serves not merely an aesthetic function, but becomes the core of a persuasive strategy based on contrast, generating a powerful cognitive dissonance between the idyllic imaginary and the degraded image of the environment.

One essential finding lies in the advertisement's ability to resemanticize a positive identity symbol by transforming it into a critical instrument. The folk verse, traditionally associated with harmony and the sacredness of nature, is displaced and converted into a marker of ecological crisis, compelling the receiver to confront the rupture between cultural ideal and empirical reality. This symbolic inversion produces not only an aesthetic effect, but also an ethical one, activating a sense of moral responsibility.

At the same time, the analysis demonstrates the effectiveness of multimodal strategies in articulating cognitive and affective dimensions simultaneously. The central visual element — *the toy horse* — functions as a symbol of childhood and the future, intensifying the emotional impact and directing interpretation toward the consequences of environmental degradation for future generations. Persuasion is therefore achieved indirectly, through immediate symbolic and emotional impact rather than through explicit argumentation.

Another significant finding concerns the mechanism of negative naturalization, through which nature is not idealized, but rather the perception of ecological crisis is normalized as part of everyday reality. The advertisement does not present pollution as an exception; instead, it integrates degradation into a familiar framework, transforming it into an implicit feature of reality and prompting an axiological recalibration on the part of the receiver.

From a pragmatic perspective, the message functions as an indirect act of responsabilization: the poetic interrogation and visual structure do not provide solutions, but provoke reflection and self-assessment, involving the receiver in the interpretative process. In this way, advertising discourse transcends its informative function and becomes a form of social action capable of reconstructing values and encouraging the adoption of ecological behavior.

### ***De la frumos la urât e un pas (studiu de caz 2) - From Beauty to Ugliness: Only One Step Away (Case Study 2)***



The analysis of the second case study highlights the ways in which SEAD exploits the opposition between illusion and reality in order to generate awareness and social engagement. The advertisement demonstrates that persuasive effectiveness derives from the construction of a dual visual perspective, in which the beauty of nature is placed in direct contrast with hidden environmental degradation, producing a cognitive shock effect and a reconfiguration of the aesthetic perception of the environment.

A central finding lies in the use of contrast as a mechanism of progressive revelation: the upper visual layer presents an idealized image of nature associated with contemporary practices of visual consumption (such as photographs taken in poppy or lavender fields), while the lower layer exposes the polluted reality concealed beneath this appearance. This strategy creates a rupture between aesthetic perception and ecological reality, compelling the receiver to reconsider what is perceived as beautiful.

The analysis further demonstrates the effectiveness of multimodal strategies, in which color, composition, and parallel narrative structure contribute to intensifying emotional impact. The chromatic contrast between vivid and degraded tones functions as a visual code representing the opposition between nature and pollution, facilitating the immediate interpretation of the message while deepening the audience's emotional involvement.

Another significant finding concerns the mechanism of reframing everyday practices. The advertisement does not introduce an entirely new reality; rather, it appropriates already naturalized behaviors — such as taking photographs in *Instagrammable* landscapes — and transforms them into contexts of ecological responsabilization. What was previously perceived as an aesthetic act becomes a critical framework that exposes indifference toward environmental degradation.

From a pragmatic perspective, the message operates through direct appeals and participatory structures that actively involve the receiver in the process of change. The use of inclusive expressions, imperative forms, and integrated hashtags extends the discourse beyond the visual space of the advertisement itself, transforming it into an instrument of collective mobilization and digital activism.

The findings confirm that this advertisement transcends its informative function, emerging instead as a mechanism of meaning production and social behavioral shaping. Through the combination of visual, linguistic, and digital strategies, SEAD succeeds in transforming the aesthetic into an instrument of social interpellation, thereby contributing to the consolidation of a responsible ecological culture.

## GENERAL CONCLUSIONS

Advertising emerges as a complex socio-cultural, economic, and linguistic phenomenon resulting from a long process of historical evolution that has led to the diversification of its typologies and the expansion of its persuasive functions. It should be understood not only as an instrument of consumption, but also as a discursive space in which social values, norms, and behaviors are both reflected and constructed.

1. The research demonstrates the interdisciplinary nature of advertising, situated at the intersection of semiotics, pragmatics, sociology, and aesthetics. Advertising functions simultaneously as a sign, a speech act, and a mechanism of axiological modeling, contributing to the production and circulation of meaning within society. In this context, SEAD does not merely reflect reality, but actively constructs it by naturalizing values and behavioral norms.

2. In the Republic of Moldova, advertising reflects a specific cultural context marked by the hybridization of external and local influences. It functions both as a mirror of cultural identity and as an active agent of social transformation, contributing to the construction of a local ecological imaginary and to the consolidation of collective consciousness.

3. The distinction between *commercial* and *social* advertising highlights fundamental differences in function and strategy: the former is oriented toward profit and consumption, while the latter is directed toward education and social responsibility. Ecological discourse is situated at the intersection of these two dimensions, being shaped by the tension between ethical purpose and economic instrumentalization, a phenomenon reflected in the emergence of *greenwashing*.

4. The central contribution of the research lies in the formulation of the conceptual distinction between SEAD and CEAD. SEAD possesses an axiological and transformative orientation aimed at promoting responsibility and changing collective behavior, whereas CEAD employs ecology as a rhetorical resource for commercial purposes. This distinction makes it possible to differentiate authentic persuasion from manipulative persuasion and provides an operational framework for the analysis of advertising discourse.

5. The analysis of the corpus reveals the existence of a specific terminological and iconographic repertoire characterized by the recurrence of lexemes such as *eco*, *bio*, *green*, and *sustainable*, as well as visual symbols such as *leaves*, *planet*, and *water*, all of which function as persuasive vectors. These elements contribute to the stabilization of a recognizable discursive style in which ecology is integrated as a cultural value and implicit norm.

6. *Greenwashing* is identified as a systemic discursive mechanism of ecological profit-oriented advertising, based on ambiguity, aestheticization, and superficial symbolism. It produces

a false naturalization of ecological values, leading to the erosion of public trust and to the weakening of authentic ecological discourse.

7. The relationship between the linguistic and visual dimensions becomes essential to the effectiveness of SEAD. Meaning is not generated exclusively through text, but through the interaction of multimodal components that function complementarily in the construction of the persuasive message. Discursive strategies frequently rely on contrast, symbolization, and emotional engagement, enabling the simultaneous activation of the receiver's cognitive and affective dimensions.

8. Ecological messages draw upon pre-existing cultural presuppositions and interpretative frameworks, facilitating the internalization of the values being promoted. The analysis of the case studies demonstrates that anchoring messages in local cultural symbols, recognizable imagery, and familiar axiological scenarios enhances persuasive effectiveness by reducing audience resistance and transforming the message into an implicitly accepted *common sense*. Ecological public advertising discourse operates not only through information, but also through subtle mechanisms of influence and cultural recontextualization.

9. Naturalization is confirmed as a central mechanism of ecological public advertising discourse. Through the repetition of linguistic and visual structures, ecological values are transformed into cultural certainties and internalized social norms. Ecology thus becomes part of social common sense, perceived as a natural and inevitable reality.

10. This process of naturalization generates complex effects: it contributes to the formation of an eco-civic identity and to the stabilization of sustainable values, yet it may also shift responsibility onto the individual, obscuring the structural causes of ecological problems. The analyzed case studies demonstrate that naturalization can function simultaneously as an educational mechanism and as an instrument of symbolic modeling of social responsibility through the activation of collective emotions, cultural memory, and local axiological appeals.

Overall, the research confirms that social ecological advertising discourse not only represents reality, but actively produces it by establishing sustainability as a sociocultural norm. Advertising thus becomes an active agent of social change, capable of shaping collective perceptions, values, and behaviors. The practical implications of the study highlight the need for the regulation of advertising discourse, the combating of *greenwashing* practices, and the education of the public in the development of critical literacy. The integration of ethical principles and transparency therefore becomes essential for strengthening the formative function of ecological advertising.

The findings of the research validate the hypothesis that authentic ecological advertising functions as a mechanism of discursive naturalization, transforming the values of sustainability into internalized social norms and contributing to the construction of a contemporary eco-culture.

## **RECOMMENDATIONS**

It is necessary to develop and implement a rigorous regulatory framework governing the use of ecological terminology in advertising discourse in order to reduce semantic ambiguities and limit *greenwashing* practices. The relevant institutions should develop regulatory instruments and methodological guidelines based on transparency and communicative responsibility.

It is also crucial to strengthen the ethical dimension of advertising communication through the explicit commitment of agencies, brands, and organizations, so that ecological discourse reflects genuine practices rather than merely symbolic constructions serving persuasive purposes.

From an educational perspective, the integration of media and ecological literacy programs into both formal and non-formal education is recommended, with the aim of developing the critical competence of audiences in relation to the discursive and semiotic strategies of advertising. Such an approach would contribute to the formation of a public capable of distinguishing between authentic ecological discourse and instrumentalized communication.

The research contributes to the advancement of applied ecolinguistics and the pragmatics of advertising discourse by providing an integrative analytical model applicable both to academic research and to the practice of contemporary communication.

From a practical perspective, the application of the research findings within professional advertising communication may contribute to the optimization of multimodal strategies and to increasing the effectiveness of ecological messages in accordance with the objectives of sustainability and social responsibility.

The study also recommends the development of interdisciplinary partnerships among specialists in linguistics, communication, marketing, and environmental organizations in order to design coherent and effective strategies for promoting authentic ecological discourse. The support and expansion of SEAD through campaigns adapted to local cultural specificities are recommended, as they are capable of encouraging the internalization of ecological values.

Looking ahead, extending the research toward digital and interactive media appears increasingly necessary in the context of the reconfiguration of persuasive mechanisms through new technologies, including artificial intelligence and participatory platforms. Such a direction would allow for a deeper exploration of the relationship between discourse, technology, and ecological ideology.

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## Adnotare

**Motreniuc Diana, Dimensiuni semio-pragmatice ale discursului ecologic publicitar în limba engleză (cu studii de caz în Republica Moldova), teza de doctor în filologie, Chișinău, 2026**

**Structura tezei:** este constituită din Introducere, trei capitole, Concluzii generale și recomandări, Bibliografie cu 177 de titluri, 143 de pagini de text de bază, 48 de figuri (în teză), 400+ imagini studiate, 2 diagrame și 3 tabele elaborate de autor și rezultate obținute publicate în 10 articole științifice.

**Cuvinte-cheie:** semiotică, pragmatică, comunicare publicitară, discurs ecologic publicitar, ecolingvistică, greenwashing, resemantizare, recontextualizare, naturalizare.

**Scopul lucrării:** cercetarea mecanismelor semio-pragmatice și culturale prin care discursul ecologic publicitar formează conștiința ecologică și influențează comportamentele publicului, analizând modul în care strategiile multimodale contribuie la construirea sensului și la naturalizarea valorilor sustenabile.

**Obiectivele: stabilirea diversității intratipologice a discursului ecologic publicitar (DEP), analiza specificului factorilor lingvo-culturali și a dimensiunilor multimodale în construirea mesajelor ecologice; identificarea strategiilor semiotice și pragmatice utilizate în reclame statice, delimitarea DPE (discursul publicitar ecologic) de DEP (discursul ecologic publicitar), investigarea fenomenului *greenwashing* și a modului în care strategiile de naturalizare contribuie la construirea unei realități discursiv-ideologice.**

**Noutatea și originalitatea științifică:** se propune un model analitic semio-pragmatic integrativ, care combină analiza semiotică cu cea pragmatică, aplicat corpusului de reclame ecologice statice din R. M. Se realizează o delimitare conceptuală între DEP (scop educativ-transformator) și DPE (scop comercial), evidențiindu-se diferențele axiologice, semiotice, persuasive și de naturalizare discursivă.

**Rezultatul obținut** constă în elaborarea unui cadru conceptual și aplicativ de analiză a discursului ecologic publicitar (DEP) și delimitarea acestuia față de discursul publicitar ecologic (DPE), fapt care a permis clarificarea mecanismelor discursive de construire și naturalizare a valorilor ecologice, evidențierea strategiilor persuasive și identificarea riscurilor de *greenwashing*, în contextul ecolingvisticii aplicate și al analizei discursului multimodal.

**Semnificația teoretică:** consolidarea cadrului interdisciplinar între semiotică, pragmatică și ecolingvistică, oferind o perspectivă integratoare asupra modului în care limbajul publicitar ecologic devine instrument ideologic și educativ, clarificarea statutului DEP ca formă emergentă de discurs, situată între etică și marketing.

**Valoarea aplicativă:** rezultatele pot fi utilizate în elaborarea campaniilor ecologice eficiente, în prevenirea și identificarea strategiilor de *greenwashing*, în adaptarea mesajelor publicitare la specificul cultural local și internațional.

**Implementarea rezultatelor științifice:** Concluziile cercetării sunt aplicabile în domeniul publicității sociale ecologice, al politicilor de comunicare verde și în cadrul cursurilor universitare axate pe publicitate și discurs ecologic.

## Annotation

**Motreniuc Diana, Semio-Pragmatic Dimensions of Ecological Advertising Discourse in English (with Case Studies in RM), PhD thesis in Philology, Chişinău, 2025**

**Thesis structure:** an introduction, three chapters, general conclusions and recommendations, a bibliography of 177 titles, 143 pages of core text, 48 figures (in the thesis), over 400 images examined, 2 diagrams and 3 tables elaborated by the author, and 10 published scientific articles.

**Keywords:** semiotics, pragmatics, advertising communication, ecological advertising discourse, ecolinguistics, greenwashing, resemanticisation, recontextualisation, naturalization.

**Purpose:** to study the semio-pragmatic and cultural mechanisms through which ecological advertising discourse (EAD) shapes ecological awareness and influences audience behaviour, by analysing how multimodal strategies contribute to meaning-construction and to the naturalisation of sustainable values.

**Objectives:** establish the intra-typological diversity of EAD, analysing the linguo-cultural factors and multimodal dimensions in the construction of ecological messages; identify the semiotic and pragmatic strategies employed in static ads, delimiting commercial ecological advertising discourse (CEAD) from social ecological advertising discourse (SEAD), investigate the phenomenon of greenwashing and the ways in which naturalisation strategies contribute to the construction of a discursive-ideological reality.

**Scientific novelty and originality:** an integrative semio-pragmatic analytical model is proposed, combining semiotic analysis with pragmatic analysis, applied to the corpus of static ecological advertisements from the Republic of Moldova. A conceptual delimitation is carried out between CEAD (profit oriented) and SEAD (educational and awareness oriented), highlighting the axiological, semiotic, persuasive and discursive naturalisation differences between them.

**The results:** the development of a conceptual and applicative framework for the analysis of EAD, the highlighting of the functional–typological differences between CEAD and SEAD, the demonstration of the discursive strategies through which persuasive meanings are constructed and pro-ecological behaviours are stimulated, and a contribution to the development of applied ecolinguistics by clarifying the mechanisms through which EAD constructs values and naturalises ideologies, while also exposing the risks of greenwashing and its derivative forms.

**Theoretical significance:** the consolidation of the interdisciplinary framework between semiotics, pragmatics and ecolinguistics, offering an integrative perspective on how ecological advertising language becomes an ideological and educational instrument, and the clarification of the status of EAD as an emergent form of discourse situated between ethics and marketing.

**Practical value:** the results may be used in the development of effective ecological campaigns, in the prevention and identification of greenwashing strategies, and in the adaptation of advertising messages to local and international cultural specificities.

**Implementation of scientific results:** the research findings are applicable in the field of ecological social advertising, in green communication policies, and within (university) courses focused on advertising and ecological discourse.

## Аннотация

**Мотренюк Диана, *Семиопрагматические измерения экологического рекламного дискурса на английском языке (на материале исследований в Р. М.)*, диссертация на соискание учёной степени доктора филологических наук, Кишинёв, 2025**

**Структура диссертации:** Введения, 3 глав, выводы/рекомендаций, библиографии из 177 ист., 143 стр. основного текста, 48 рисунков (в диссертации), 400+ изученных изображений, 2 диаграммы и 3 таблиц, разработанных автором, а также 10 опубликованных научных статей.

**Ключевые слова:** семиотика, прагматика, экологический рекламный дискурс, экологическая лингвистика, гринвошинг, пересемантизация, реконтекстуализация, натурализация.

**Цель:** исследование семио-прагматических и культурных механизмов, посредством которых экологический рекламный дискурс формирует экологическое сознание, влияет на поведение аудитории, и способствуют конструированию смысла и натурализации устойчивых ценностей.

**Задачи:** установление внутритипологического разнообразия экологического рекламного дискурса (ЭРД), анализ специфики лингво-культурных факторов и мультимодальных измерений при конструировании экологических сообщений; выявление семиотических и прагматических стратегий, разграничение ЭПД и ЭРД, исследование феномена гринвошинга, как стратегии натурализации способствуют конструированию дискурсивно-идеологической реальности.

**Научная новизна и оригинальность:** предлагается интегративная семио-прагматическая аналитическая модель, которая сочетает семиотический и прагматический анализ и применяется к корпусу статичных экологических реклам из Р. М. Выполняется концептуальное разграничение между ЭРД (образовательно-трансформирующая цель) и ЭПД (коммерческая цель), что позволяет выявить аксиологические, персуазивные и дискурсивно-натурализующие различия между ними.

**Полученные результаты:** разработка концептуальной и прикладной рамки для анализа ЭРД, выявление функционально-типологических различий между ЭРД и ЭПД, демонстрация дискурсивных стратегий, посредством которых конструируются персуазивные значения и стимулируются проэкологические поведения, вклад в развитие прикладной экологической лингвистики через уточнение механизмов, с помощью которых ЭРД конструирует ценности, натурализует идеологии, раскрывая риски феномена гринвошинга и его производных форм.

**Теоретическая значимость:** укрепление междисциплинарной рамки между семиотикой, прагматикой и эко-лингвистикой, предлагая интегративную перспективу на то, как экологический рекламный язык становится идеологическим и образовательным инструментом, а также уточнение статуса ЭРД как формирующейся формы дискурса, расположенной между этикой и маркетингом.

**Внедрение научных результатов:** Результаты могут быть использованы при разработке эффективных экологических кампаний, предотвращении и выявлении гринвошинга, а также при адаптации сообщений к культурной специфике. Выводы применимы в сфере экологической социальной рекламы, «зелёной» коммуникации и в университетских курсах по рекламе и экологическому дискурсу.

**MOTRENIUC DIANA**

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ADVERTISING DISCOURSE IN ENGLISH (WITH CASE  
STUDIES IN THE REPUBLIC OF MOLDOVA)**

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