

THE CONCEPT AND PARAMETERIZATION OF ECOLINGUISTIC MODEL

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Abstract. The article explores the concept of the ecolinguistic model and its key parameters in the context of contemporary political discourse. The study also depicts language as a means of modelling social, cultural and ecological reality in English language political discourse. Ecolinguistics, as an interdisciplinary field, offers insights into how language influences ecological and social systems by constructing stories that shape collective values, ideologies, and political identities.

The aim of the study is to analyze the parameters of the ecolinguistic model and demonstrate their role in shaping ideological content and political communication strategies. The author contributes by systematizing theoretical foundations of ecolinguistic modeling, identifying the main parameters such as metaphorical structuring, ideological narrativity, appraisal, inclusivity and exclusivity, interpretation of reality, and discursive positioning of 'the other'.

The novelty of the research lies in its comprehensive framework for analyzing political speeches of American and British leaders, highlighting differences in linguistic choices, framing, and metaphorical modeling.

The practical value is seen in the applicability of the ecolinguistic model to understanding strategies of persuasion, ideological influence, and the construction of social reality in political discourse.

The findings indicate that metaphorical structuring is the most frequent parameter, followed by evaluative language and inclusivity strategies, reflecting cultural and ideological specifics of the speakers.

The results highlight how language reflects and shapes social values and ideologies. These insights improve our understanding of political communication and provide methodological tools for ecolinguistic discourse analysis.

Keywords: ecolinguistics, ecolinguistic model, political discourse, metaphorical structuring, ideological narrativity, discourse analysis.

1. INTRODUCTION

Language in political discourse serves as a tool for modeling social, cultural, and ecological realities. Ecolinguistics provides an interdisciplinary framework for understanding the influence of linguistic choices on eco-social systems. The ecolinguistic model allows scholars to analyze how language reflects and shapes ideological values and societal narratives. This paper introduces the concept of the ecolinguistic model and examines its parameters in modern English political discourse.

2. THEORETICAL FRAMEWORK

The ecolinguistic model builds on systemic functional linguistics and critical discourse analysis, drawing from the works of Stubbe and others who emphasize the ideological and ecological roles of language. According to Stubbe (2021), language reduces the natural world to objects or resources, yet it can also encourage care and respect for life-supporting systems. The ecolinguistic model incorporates analytical steps such as naturalization, framing, metaphorical structuring, erasure, and recognition of non-human agency.

3. RESEARCH OBJECTIVE, METHODOLOGY AND DATA

The objective of the study is to analyze the key parameters of the ecolinguistic model within political discourse. The methodology includes discourse analysis of political speeches delivered by American and British leaders between 2008 and 2025. A representative corpus of political texts was examined with attention to metaphorical structuring, ideological narratives, evaluative lexicon, inclusivity, interpretation of reality, and positioning of the 'other'. The empirical basis includes speeches by Barack Obama, Donald Trump, Joe Biden, Kamala Harris, Boris Johnson, Keir Starmer, Liz Truss, and others.

4. RESULTS AND DISCUSSION

The analysis reveals that metaphorical structuring is the most frequent parameter in political discourse. Politicians often rely on war metaphors, movement metaphors, and temporal framing to simplify complex issues and mobilize audiences. For instance, Barack Obama's 'Yes, we can' speech (2008) draws on historical metaphors, while Donald Trump's inauguration (2017) employs metaphors of decay and renewal. British leaders such as Boris Johnson and Keir Starmer frequently use movement metaphors to frame national progress. Evaluative language further reinforces ideological positions, with positive framing of climate policy by Joe Biden and critical appraisal of opponents by Trump and Hillary Clinton. Inclusivity and exclusivity are conveyed through pronoun choices, shaping collective identities and divisions. Interpretation of reality, as seen in Biden's climate speeches or Trump's border security narratives, demonstrates how political discourse constructs urgency, threat, or opportunity. The discursive positioning of 'the other' highlights ideological polarization, yet also allows positive positioning, as in Obama's and Sunak's remarks about Pope Francis.

Our study examines and analyses the key parameters of the ecolinguistic model in political discourse. We present these basic parameters, which form the analytical basis of the ecolinguistic model in political speech, in the form of a table.

Tab. 1

Parameters of the ecolinguistic model

Type	Characteristic
Metaphorical structuring	use of conceptual metaphors, in particular ecological, spatial and temporal
Ideological narrativity	construction of a logic of events that reinforces political messages

Appraisal vocabulary	lexical and stylistic means of evaluating phenomena
Inclusiveness/exclusiveness of speech	the choice of grammatical constructions that create the effect of involvement or distancing
Interpretation of reality	conceptual interpretation of events and processes through a specific ideological prism
Discursive positioning of the "other"	creating a positive image of oneself and a negative image of opponents through linguistic means

We conducted an empirical analysis of eco-linguistic strategies based on materials from current English-language political discourse. The analysed empirical base of speeches by American and British politicians is presented in in Fig.1.

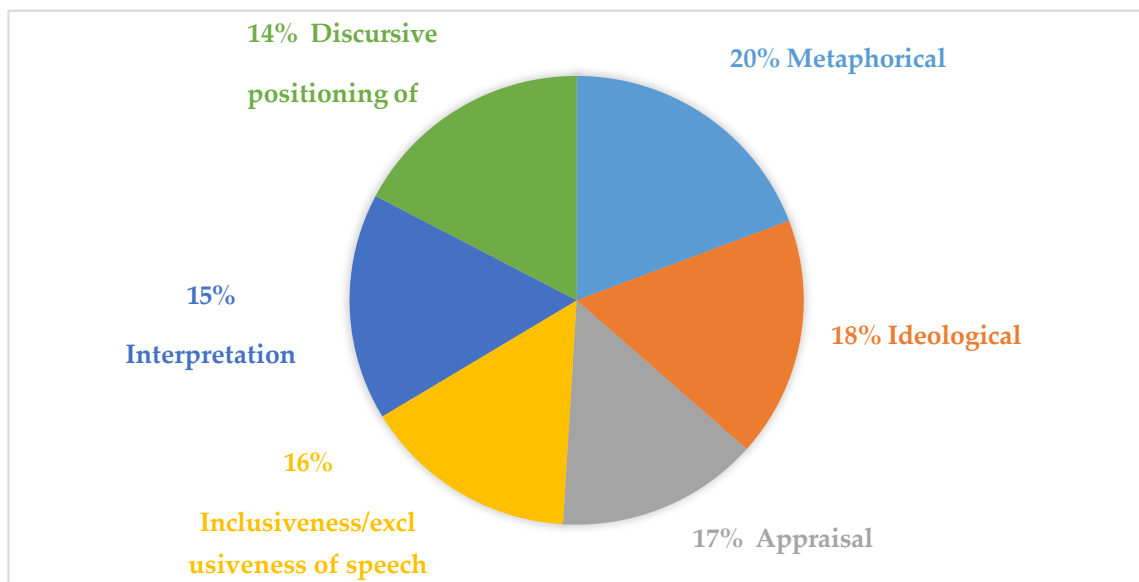


Fig.1 Frequency distribution of parameters in political discourse

The most common parameter is **metaphorical structuring**. Politicians often use metaphors to describe complex issues. In his speech "Yes, we can" (2008), Barack Obama uses historical metaphors to inspire hope and unity:

*"It was **whispered by slaves** and abolitionists as they blazed a trail toward freedom through the darkest of nights. Yes, we can"* (GitHubGist, 2008).

In his 2017 inauguration speech, Donald Trump uses metaphors of decay and renewal to emphasise change:

*«**This American carnage stops right here and stops right now**»* (The White House, 2017).

During the pandemic, Boris Johnson used vivid images of battle:

*«We have talked for a long time, or I have, about the distant bugle of the **scientific cavalry** coming over the brow of the hill»,*

«*And neither mass testing nor progress on vaccines –both **vital arrows** in our epidemiological quiver, both key parts of our fight against Covid - are at the present time a substitute for the national restrictions, for social distancing, for hand hygiene and all the rest*» (GOV.UK, 2020).

These war-like metaphors portray the pandemic as a battle that calls for public action and unity.

Another parameter of the ecolinguistic model studied in political speeches is the metaphor of moving forward.

Keir Starmer, speech at the Labour Party conference, 2022:

«*Let's **move Britain forward** – to a fairer, greener, more secure future*» (Labour Party Conference, 2022).

This metaphor integrates elements of spatiality and temporality typical of political discourse, which positions change as inevitable and positive.

Barack Obama also uses metaphorical modelling of movement in his recent post:

«*Progress in this country never comes easy or quick. For every few **hard-earned steps forward**, we might **stumble a couple steps back**. But sometimes, the slow, steady effort of generations is rewarded with justice that arrives like a thunderbolt*» (Barack Obama, 2025).

Similarly, Keir Starmer relies on the metaphor of movement:

«*Britain's best days **lie ahead***» (Keir Starmer, 5 July 2025).

During his speech on the nomination of candidates in 2024, Donald Trump uses an aggressive metaphor:

«*If Democrats want to unify our country, they should drop these **partisan witch hunts**, which I've been going through for approximately eight years frames opponents as malign entities*» (The New York Times, 2024).

This metaphor depicts opponents as malicious individuals.

Vice President Kamala Harris used a metaphor directly related to the world of health:

«*What can be, **unburdened** by what has been*» (Simon Ateba, 2023).

This combination of personal uplift and political vision resonates emotionally with the audience, rooted in her mother's legacy and echoing traditions of self-help.

The next parameter of ideological narrativity identified is catastrophic situationality and polarisation.

At pre-election rallies in 2019, Donald Trump said:

«***They** want to raise your taxes. **They** want to bury you in regulation. **They** want to take away your health insurance, 180 million Americans. **They** want to erase American history, crush religious liberty, indoctrinate our students with left-wing ideology*» (REV, 2019).

A polarisation strategy is used: opponents ("they") are associated with losses, restrictions on freedoms and totalitarian systems. Framing environmental reforms as a threat to prosperity serves to mobilise people through fear.

Similarly, Liz Truss presents the current economic situation in Britain as hopeless:

«*Higher taxes have led to a **black hole** in public finances. More taxes will simply accelerate Britain's path to bankruptcy*» (Liz Truss, 2025).

The parameter of ideological narrativity is highlighted in politicians' calls against social inertia.

At the COP26 climate summit, Boris Johnson warned of the consequences of inaction:

«*And the tragedy is that because of **our past inaction**, there are further rises in temperature that are already baked in – baked is the word. If we keep on the **current track** then the temperatures will go up by 2.7C or more by the end of the century... **our grandchildren will know that we are the culprits***» (GOV.UK, 2021).

In his speech, Johnson uses an intergenerational framing, emphasising the legacy left to future generations and the moral imperative to act.

During the 2025 Joint Session of Congress Address, Donald Trump promotes ideological narratives of border security, economic recovery, and military investment.

«*But if we truly care about protecting America's children, no step is more crucial than **securing America's borders**.. And importantly, we ended the last administration's insane electric vehicle mandate, saving our autoworkers and companies from **economic destruction**... As Commander in Chief, my focus is on building **the most powerful military** of the future*» (Donald J. Trump, 2025).

This speech was followed by protests and various reactions.

During the analysis of the evaluative vocabulary parameter, an aspect of **positive framing of environmental policy** was identified.

Speaking at the 2021 Climate Summit, Joe Biden stated:

«*When we **invest in climate resilience** and green energy, we are investing in **jobs**, in innovation, and in the **health** of our children. It's not just about reducing emissions — it's about building a future where we thrive together*» (The White House, Climate Summit Speech, 2021).

This example demonstrates a positive framing strategy: environmental policy is presented not only as a tool for reducing emissions, but also as a source of economic growth, social progress and generational responsibility. The lexemes "invest", "jobs" and "health" are actively used to create a positive semantic frame.

During her 2017 Brexit speech, Theresa May uses evaluative language to present Brexit in a positive light:

«*As we leave the European Union, we will **forge a bold new** positive role for ourselves in the world, and we will **make Britain a country that works** not for a privileged few, but **for every one of us***» (LifeGate, 2017).

Keir Starmer expressed his support for Ukraine in a concise Twitter post using the following words:

«*Ukraine's security is **our security***» (Keir Starmer, 2025).

Donald Trump also used evaluative vocabulary during his visit to Iowa in the summer of 2025:

«*The One Big Beautiful Bill will deliver the strongest border on Earth, **the strongest economy** on Earth, **the strongest military** on Earth, & ensure the United States of America will remain **the strongest country** anywhere on this beautiful planet of ours*» (The White House, 2025).

The repetition of the adjective emphasises the president's intention to further strengthen the position of the United States and enlist the support of a wide audience.

It is worth noting that politicians use not only positive but also negative terms to influence perception.

In the same speech, Trump uses stigmatising categories:

«*...no going to the banks and borrowing from, in some cases a fine banker, and in some cases **shylocks and bad people***» (The Guardian, 2025).

This excerpt already demonstrates how political speech can perpetuate harmful stereotypes and elicit strong emotional reactions, raising important eco-linguistic concerns about the social impact and ecology of discourse.

Hillary Clinton sharply criticised this bill and the president's intention:

«*The Republican spending bill is a historic theft that will take from the poor to give to the already-rich. Republicans passed this knowing people will die. They know people will lose health care. They know children will go hungry. They will own the tragic results. We can't let them forget*» (Hillary Clinton, 2025).

The description of the policy can be affected by words such as "innovative" or "dangerous." For example, Donald Trump, during his inaugural speech in 2017, uses strong evaluative terms to criticise the status quo:

«*The wealth of our middle class has been ripped from their homes and then redistributed across the entire world*» (The White House, 2017).

Trump also outlines the "us vs. them" narrative:

«*Because today we are not merely transferring power from one Administration to another, or from one party to another – but we are transferring power from Washington, D.C. and giving it back to you, the American People*» (The White House, 2017).

Keir Starmer combines criticism of previous failures with positive values:

«*You know, this is where the whole debate is skewed, as if some people think controlling immigration is reigning in a sort of natural freedom rather than a basic and reasonable responsibility of government to make choices that work for a nation's economy*» (GOV.UK 2025).

This formulation is consistent with the ecolinguistic interest in how moral judgements shape public discourse on social cohesion.

Another aspect of inclusivity/exclusivity in the eco-linguistic model is **pronoun inclusivity**. Language that includes or excludes groups shapes audience cohesion. Phrases such as "we the people" promote inclusivity, while "those people" can create division.

During the 2020 Democratic National Convention, Kamala Harris gave a speech:

«*We are in this together. We will rebuild, we will heal, we will rise*» (Democratic National Convention, 2020).

The pronoun "we" is used to create a collective identity and give the audience a sense of agency. The repetition of constructions adds rhythm and enhances the emotional impact.

In her speech at the Scottish Conservative Conference in 2025, Kemi Badenoch also appealed to the pronoun "we":

«*That is what we must protect. That is what we must champion. That is what we must grow*» (Policymogul.com, 2025).

One of the parameters described is the way information is presented, which influences the audience's perception.

In Theresa May's speech on future relations between the UK and the EU, she said:

«*We must bring our country back together, taking into account the views of everyone who cares about this issue, from both sides of the debate. As Prime Minister it is my duty to represent all of our United Kingdom, England, Scotland, Wales and Northern Ireland; north and south, from coastal towns and rural villages to our great cities*» (BBC, 2018).

US Vice President Jay D. Vance presents the government in the best light, proving to the population that they always keep their word:

«*Congrats to everyone. At times I even doubted we'd get it done by July 4! But now we've delivered big tax cuts and the resources necessary to secure the border. Promises made, promises kept!*» (JD Vance, 2025).

In his speech at the 2012 Democratic National Convention, Barack Obama said:

«Yes, **our path is harder**, but it leads to a better place. Yes, **our road is longer**, but we travel it together. We don't turn back. We leave no one behind» (The White House, 2012).

This metaphor presents the political process as a collective journey, emphasising progress and unity.

In his 2008 inaugural address, Barack Obama emphasised inclusiveness to unite the nation:

«This is **your victory**» (npr.org, 2008).

Our analysis revealed that politicians use the parameter of **interpreting reality** to emphasise **the urgency of action**.

In a speech on the climate crisis, President Biden emphasised: «Anyone who willfully **denies the impact of climate change** is condemning the American people to a **very dangerous future**» (The White House, 2023).

This statement uses "moral framing" to position climate change denial as a direct threat to citizens, thereby evoking a sense of responsibility and urgency.

Discussing the economic consequences of climate change, Senator Sheldon Whitehouse argued:

«By making **carbon pollution free**, we subsidize fossil fuel **companies to the tune of hundreds of billions of dollars annually**. By making carbon pollution free, we fix the game, favoring polluters over newer and cleaner technologies that harvest the wind, sun, and waves. Corporate polluters, not bearing the costs of their products, are in effect **cheating their competitors**» (Sheldon Whitehouse U.S. Senate for Rhode Island, 2014).

This comment uses economic terminology to describe environmental degradation in terms of financial costs and market distortion.

In the Spring Statement 2025, Chancellor of the Exchequer Rachel Reeves emphasises a positive interpretation of reality:

«A government on the side of working people... helping Britain to reach its potential. We have **the strengths** to do just that... as one of the world's largest economies... an ally to **trading partners** across the globe... and a **hub for global innovation**» (GOV.UK, 2025).

The British economist emphasises the strengths of the economy, opportunities for international cooperation and global innovation.

During his Fort Bragg Speech in 2025, Donald Trump stated:

«Very simply, we will **liberate Los Angeles** and make it free, clean and safe again, it's happening very quickly...Generations of army heroes did not shed their blood on distant shores only to watch our country be destroyed by invasion **and third world lawlessness** here at home like is happening in California. As Commander in chief, I will not let that happen» (Roll Call, 2025).

The president interprets reality as the "liberation of Los Angeles" from "third world lawlessness" against the backdrop of the deployment of troops to Los Angeles to enforce immigration orders.

Political discourse through the **discursive positioning of "the other"** is characterised by **warnings to the audience against false information**.

At Climate Week in San Francisco, former Vice President Al Gore emphasised the danger of misinformation:

«The Trump administration is insisting on trying to create **their own preferred version of reality**. They say **Ukraine attacked Russia instead of the other way around**, and expect us to believe it! At home, they attack heroes who have defended our nation in war and against cyberattacks as traitors» (AL Gore, 2025).

Quite often, political leaders use various linguistic techniques to reinforce their messages by **agitating for a reboot of "irrational" policies**.

Former Prime Minister Tony Blair, calling for a review of policy, said:

«*Phasing out fossil fuels 'doomed to fail'... strategies need to shift towards technological solutions such as carbon capture and storage*» (The Guardian, 2025).

Blair's perspective introduces pragmatic wording, suggesting a focus on possible technological achievements rather than idealistic goals.

Criticising the government's policy, Lord Stern noted:

«*My Lords, the Government's backsliding on climate action is a deeply damaging mistake, damaging for the UK, the world and the future of us all. It is a mistake founded on a whole series of muddled and incorrect arguments.... Rapid reduction is crucial*» (UK Parliament, 2023).

This criticism uses scientific language, emphasising the importance of adhering to climate science in policy-making.

Prime Minister Keir Starmer spoke at the Immigration White Paper press conference with the following statements:

«*Between 2019 and 2023, even as they were going around our country telling people, with a straight face, they would get immigration down, net migration quadrupled. Until in 2023, it reached nearly 1 million, which is about the population of Birmingham, our second largest city. That's not control – it's chaos*» (GOV.UK, 2025).

He openly criticised the previous policy, calling it "chaos". In the same speech, Starmer warned:

«*Now, in a diverse nation like ours, and I celebrate that, these rules become even more important. Without them, we risk becoming an island of strangers, not a nation that walks forward together*» (GOV.UK, 2025).

This metaphor positions the United Kingdom as a united community, as opposed to the risk of fragmentation without orderly governance.

In his speech "On fixing the foundations of our country" on 27 August 2024, the Prime Minister also reinforced his criticism of the previous government:

«*That's what we have inherited. Not just an economic black hole. A societal black hole*» (GOV.UK, 2024).

At a rally in Melbourne, Florida, Donald Trump gave a speech entitled "Make America Great Again":

«*And believe me, I and we inherited one big mess. That I can tell you*» (The American Presidency Project, 2017).

Trump criticises the previous administration and turns the audience against it.

In his critique of Trump's 2025 speech, Gavin Newsom sharply rebuked Trump's actions during the protests in Los Angeles, comparing him to "failed dictators." The speech went viral and garnered over 3 million views on YouTube.

«*And we all know, this Saturday, he's ordering our American heroes, the United States military, and forcing them to put on a vulgar display to celebrate his birthday, just as other failed dictators have done in the past*» (CNN, 2025).

This public statement, which had an impact on the media, was intended as a strategic appeal to moderate and progressive voters.

In response to Donald Trump's government policy in 2024, Hillary Clinton said the following during an interview on CNN:

"«I don't think they understand that will **an authoritarian personality** in power, there is **not safe haven** ... he will turn on anyone -- any individual, any group -- for any **perceived disloyalty**» (Hillary Clinton, 2025).

However, our analysis also revealed positive positioning of "the other." A striking example of this is Barack Obama's post dedicated to the day of the Pope's death:

«Pope Francis was the **rare leader** who made us want to be better people. In his **humility and his gestures at once simple and profound** – embracing the sick, ministering to the homeless, washing the feet of young prisoners – he shook us out of our complacency and reminded us that **we are all bound by moral obligations to God and one another**» (Barack Obama, 21 April 2025).

Rishi Sunak also commented on this event:

«Pope Francis spoke to the world with **moral clarity and humility**. He reminded us of the **dignity of every person** - especially the poor and those without a voice. My thoughts are with Catholics and all those around the world who drew strength from his leadership» (Rishi Sunak, 2025).

The former US president and British prime minister are calling on the people to be morally conscious citizens, to follow their example and to continue to heed the Pope's call.

A comparative analysis of these speeches reveals different approaches, in particular: American politicians often use moral and economic frameworks to highlight the immediate dangers and costs of inaction on climate change, while British politicians tend to use intergenerational and scientific frameworks, focusing on policies based on legacy and evidence. Quantitative analysis shows that the use of metaphors correlates with political activity and reflects ideological positions.

These linguistic choices reflect different cultural and political contexts, demonstrating the usefulness of the ecolinguistic model for understanding environmental discourse.

The ecolinguistic model allows for an in-depth analysis of the linguistic strategies of political discourse, revealing the ways in which ideological content is shaped through frames, metaphors, evaluative vocabulary and grammatical devices. Examples from British and American political discourse demonstrate the systematic use of environmentally and socially oriented rhetoric aimed at mobilising the electorate, legitimising political decisions and constructing an image of the future. The distribution we have identified emphasises the importance of conceptual metaphors in political discourse, followed by evaluative language and tactics of inclusiveness/exclusiveness.

This corresponds to basic ecolinguistic criteria, where analysis takes place not only at the level of content, but also at the level of linguistic influence — that is, what actions and attitudes language evokes in the listener. Understanding these patterns improves our understanding of political communication and its impact on society.

5. CONCLUSIONS

The ecolinguistic model provides a holistic framework for analyzing political discourse by identifying how language constructs ideologies, mobilizes audiences, and legitimizes political action. The study confirms the dominance of metaphorical structuring, evaluative language, and inclusivity strategies in Anglo-American political communication. The findings highlight cross-cultural differences: American politicians often employ moral and economic frames, whereas British politicians tend to use intergenerational and evidence-based frames. The results underline the importance of ecolinguistic analysis for understanding how language mediates the relationship between politics, society, and ecology.

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Мар'яна Баневич. Концепт та параметризація еколінгвістичної моделі. *Журнал Прикарпатського університету імені Василя Стефаника. Філологія*, 12 (2025), 51–62.

У статті розглянуто концепцію еколінгвістичної моделі та її ключові параметри в сучасному політичному дискурсі. Мета дослідження полягає в аналізі параметрів еколінгвістичної моделі та визначенні їхньої ролі у формуванні ідеологічного змісту та комунікативних стратегій.

Автор систематизує теоретичні засади моделювання, виокремлює основні параметри: метафоричне структурування, ідеологічна нарративність, оцінна лексика, інклюзивність та ексклюзивність, інтерпретація реальності та дискурсивне позиціонування «іншого».

Наукова новизна полягає у створенні комплексної рамки для аналізу промов американських і британських політиків, що дозволяє виявити відмінності у мовних виборах та фреймінгу.

Практичне значення дослідження визначається застосуванням еколінгвістичної моделі для глибшого розуміння стратегій переконання, ідеологічного впливу та конструювання соціальної

реальності. Результати аналізу свідчать, що найчастіше використовується метафоричне структурування, далі — оцінна лексика та стратегії інклюзивності, що відображає культурні та ідеологічні особливості мовців.

Ключові слова: еколінгвістика, еколінгвістична модель, політичний дискурс, метафоричне структурування, ідеологічна наративність, дискурс-аналіз.