

Analyzing Imran Khan’s Billion Tree Tsunami Initiative from Ecolinguistic Perspective: Assessing its Environmental Implications for Pakistan

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ABSTRACT

Pakistan distinguished as a nation with high vulnerability due to the severe inadequacies of climate change. To mitigate climate change effects the “Billion Tree Tsunami Initiative” was the first attempt launched by Imran Khan in 2014. The campaign discussed and got media attention because of allegations of negligence, corruption and using the campaign for political causes by PTI. This research paper presents an interdisciplinary approach, mingling eco-linguistic discourse analysis with quantitative and qualitative analysis, to offer an inclusive assessment of the initiative’s inferences for Pakistan’s environment. Through eco-linguistic discourse analysis, the paper reveals the visionary rhetoric implanted in Imran Khan’s speeches as well as official documents. It clarifies the initiative’s promise to sustainable reforestation rehearses, exceeding mere rhetoric to represent a deep indulgent of the interaction between environmental health as well as long-term economic constancy. The use of eco-centric language strengthens a common moral duty to defend the environment, nurturing a lasting association between the citizens as well as their natural environments. A mix-method approach was applied for this study. For qualitative analysis Imran Khan’s 20 speeches were selected randomly from 2014-2022 from different cities of Pakistan, official documents related to “Imran Khan’s 10 Billion Tree Tsunami” and media coverage from 2014-2022. A simple random sampling was used for this study. The qualitative data was analyzed by NVivo software. The framing strategies, linguistic features, and metaphors were analyzed from Imran Khan’s speeches, official documents, and media coverage. This phase comprises perceptions of the progress of the initiative’s Ecolinguistic discourse over the years. The quantitative data was analyzed by SPSS software (version 24) and Python’s Natural Language Toolkit. Key metrics and sentimental analysis of media coverage were done for the quantitative analysis of “Imran Khan’s 10 Billion Tree initiative”. The quantitative analysis comprises budget utilization, employment impact, public sentiments, and tree survival rates. The SPSS software provides the descriptive statistics of tree survival rates, and the % ages of employment rates, while Python’s Natural Language Toolkit (PNLT) presents the sentimental analysis of media coverage related to the 10 Billion tree initiative launched by Imran Khan. The data has been presented in tables and pie charts. This study will be beneficial for policymakers, activists and NGOs, international researchers, educators, media professionals, media coverage, and fostering global collaboration in ecological restoration efforts.



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INTRODUCTION

Background of the study

The study explores into the significant environmental initiative organized by Prime Minister Imran Khan, acknowledged as the “Billion Tree Tsunami”. Launched in 2014 in the province of Khyber Pakhtunkhwa, Pakistan, these initiatives boarded on a task to reinstate as well as improve the country’s green cover, warfare deforestation, and alleviate the adverse belongings of climate change. By the time Imran Khan expected the office of Prime Minister of Pakistan in 2018, the Billion Tree Tsunami had not only attained its initial mark but had also exceeded it, finally becoming a countrywide struggle. The importance of this initiative exceeds mere tree planting; it interweaves ecological stewardship, sustainable development, as well as innovative eco-linguistic communication strategies. Imran Khan's dream as well as the obligation to environmental sustainability, along with the linguistic equally well as communicative tools affianced to verge as well as approve the initiative, pact a considerable narrative for an in-depth analysis of the project's influence and implications for Pakistan's environment. Language was not just a means of conveying information; it was a tool for assembling united environmental action. The initiative is enclosed using reminiscent metaphors, such as the "Tree Tsunami," and intertwined with convincing narratives of ecological resilience, economic growth, social engagement, as well as political commitment. The linguistic as well as communicative selections completed in endorsing the initiative were instrumental in fostering a sense of urgency and instilling the belief that meaningful change was possible. This research purposes to investigate profounder into the relationship between language, policy, and environmental alteration. It pursues to discover how eco-linguistic communication policies influenced public awareness, driven policy choices, and catalyzed palpable environmental consequences. By investigating the discourse near the Billion Tree Tsunami initiative and assessing its influence on Pakistan's environment, this study seeks to subsidize the bigger indulgence of the role of language in determining ecological narratives as well as stimulating environmental action.

Statement of the problem

In environmental policy, the power of discourse can’t be exaggerated. The way problems are enclosed as well as connected to the public can affect the observations, imports, and eventually, policy consequences. Despite the importance of language in determining environmental policies, there occurs a research gap in the solicitation of eco-linguistics to appraise positive initiatives like the Billion Tree Tsunami in Pakistan. This research problem highlights the essential of exploring how language as well as rhetoric predisposed the success, contests, and wider consequences of the initiative.

Significance of the study

This research grasps the deep significance of multiple faces. Firstly, it subsidizes the field of eco-

linguistics by providing a deep analysis of the linguistic elements, rhetoric employed, and discourse structure in a main environmental initiative. This analysis can help as a model for future studies in eco-linguistics, mostly those engrossed in environmental policy assessment. Secondly, the research's conclusions have practical implications for environmental advocates as well as policymakers. Stakeholders can make more informed decisions about policy implementations as well as communicative strategies by understanding how public engagement influences and shapes environmental narratives. Lastly, this research also has societal significance, as it pursues to expose the part of language in determining public insights into environmental issues in Pakistan. In a world where environmental challenges are progressively crucial, fostering an educated and involved public is serious for actual policy action.

RESEARCH OBJECTIVES

- To analyze the communicative strategies as well as linguistic choices used in Imran Khan's "Billion Tree Tsunami" initiative.
- To analyze the socio-economic and environmental effects of the "Billion Tree Tsunami" initiative.

RESEARCH QUESTIONS

How does the language used in the "Billion Tree Tsunami" initiatives affect support and public perception?

What is the initiative's real-world effect on the economy and environment?

LITERATURE REVIEW

Overview of Imran Khan's Billion Tree Tsunami Initiative

The Billion Tree Tsunami initiative was revealed by Imran Khan's government as an environmental policy. Distinguishing the terrible state of Pakistan's environment, increasing temperature, extensive deforestation, as well as increased susceptibility to natural catastrophes, the initiative presented a tactical reply to these trials. The aim of planting one billion trees over a span of five years was not only an aspiring environmental target but also a noteworthy political as well as rhetorical assurance. The initiative expected extensive responsiveness both internally and universally and addressed as a milestone step toward sustainability. This initiative signified a noteworthy parting from traditional environmental policy methods in Pakistan. It required influencing environmental preservation as a key element of sustainable development as well as economic growth, while concurrently addressing pressing ecological apprehensions. Imran Khan's management and assurance of this attempt played a pivotal role in rallying means, appealing to stakeholders, and determining the environmental discourse in the country. The Billion Tree Tsunami initiative implications extended beyond its environmental purposes. It personified a new idea for Pakistan's prospect, stressing the requirement for sustainable resource

organization, climate pliability, and community appointment. This unrealistic approach underlined the rank of inspecting rhetoric strategies as well as the linguistics engaged to take the initiative's communication and reap public maintenance.

Eco-linguistics and its Significance to Environmental Discourse Analysis

Eco-linguistics, a ground at the juncture of linguistics as well as environmental studies, emphasizes the inspection of language in the context of environmental issues. It recognizes that language is not just a tool for communication but an influential tool that forms our understanding of the environment as well as our communications with it. By examining the linguistic elements, discourse structures, and rhetoric used in environmental communication, eco-linguistics assist in untying the original beliefs, values, and power dynamics that effect environmental policies and decisions. Essential to eco-linguistics is the indulgent that language is far from unbiased. Words, metaphors, and discourse patterns can affect how people observe and reply to environmental trials. It is within this context that eco-linguistics develops pertinent to environmental discourse analysis, as it permits for the examination of linguistic features and rhetorical strategies that support environmental statement. The analysis of Eco-linguistic includes a range of methods, including critical discourse analysis, framing analysis and discourse analysis. These methods allow researchers to expose the linguistic devices by which environmental issues enclosed, transferred, and challenged. Given the close relationship between language as well as environmental policy, eco-linguistics delivers a healthy framework for indulgent how language concepts environmental narratives as well as forms policy consequences.

Ecolinguistic dimensions

The initiative of Imran Khan emphasizes the essential role of language in environmental preservation. Linguistic landscapes as well as metaphors deliberately organized to frame the initiative's objects and involve the public. Susan K. Ervin-Tripp's work on metaphors tourist attractions their persuasive power in determining insights and nurturing environmental consciousness (Ervin-Tripp, 1979). Her results propose that metaphors, such as "Tree Tsunami," have the probable to suggest emotional replies, generate a sense of earnestness, and motivate shared action. The linguistic analysis of the initiative's discourse organized by Ervin-Tripp's visions into the power of metaphors to work environmental descriptions.

Pakistan's environmental challenges

Like numerous nations, Pakistan also faces a lot of difficult environmental challenges. These challenges include deforestation, dwindling green cover, as well as the dangerous influences of climate change. Pakistan's susceptibility to environmental changes distinguished in studies such as those indicated by (PMD) (PMD, 2019). The PMD emphasized the intensifying frequency of risky weather events, which stance a danger to Pakistan's environment as well as socio-economic stability. The aim of "Billion Tree initiative" at extenuating these challenges conveys the probable to deal lessons on how linguistic strategies can talk environmental crises.

Ecolinguistic communication and policy context

In Pakistan, the context of policy is an alteration in environmental governance with the introduction of the "Billion Tree Tsunami" initiative. The environmental policy outline in Pakistan often writhed to gather public provision and real implementation. Imran Khan's promise to ecological conservation, though, carried forth a novel method to policy communication. The fiction highlights the dangerous part of political frontrunners in environmental governance, as emphasized by Schuett and Strohschen (2019). Their study underscores the volume of bests to shape policy narratives and muse public action. The eco-linguistic communication policies engaged by Imran Khan serve as a convincing image of this concept, proposing visions into how language engaged as a policy promoter. The relationship between culture, language as well as environment is explored by Ecolinguistic. The work of Alaimo and Hekman (2008) emphasizes the implication of language in creating ecological narratives. Their research investigates into the ways in which language effects environmental awareness and nurtures a sense of environmental accountability. The "Billion Tree Tsunami" initiative's eco-linguistic communication approaches are a evidence to the possible of language in directing ecological descriptions, as it combines linguistic fundamentals with public insights, environmental effect and policy.

Previous studies on Eco-linguistic Environmental policies

Pakistan has suffered from climate change for years, but its government has only just begun to address it. 2017 climate change ministry recognition (Hussain, 21May 2019). Pakistan Tehreek-e-Insaf became a government in Khyber Pakhtunkhwa after winning 2013 elections and launched Billion Tree Tsunami in 2014. A billion trees were to be planted on 350,000 hectares in Peshawar, Abbottabad, and Malakand divisions of KP for the Bonn Challenge (Hutt, 02 July 2018). In accordance with Bonn Challenge, the campaign planned to plant a billion trees in 350,000 hectares of Peshawar, Abbottabad, and Malakand, KP. This movement was the first deliberate climate change action, but it discussed. According to climate change communiqué studies, real announcements are crucial to gaining a favorable understanding of climate change movements (Hart & Nisbet, 2012; McCright & Dunlap, 2011).

The climate change communication program involves the youth. Aljets & Ebinger (2016) and MacDonald et al. (2015) presented, accepted, and utilized new methods to engage adolescents in climate change education, training, and performance. Contrary to popular assumption youth participated in natural disaster communication and activities. They are active and crucial to such activities. Youth contribute significantly to catastrophic risk discount and other punitive actions. They participate actively informally and formally (Mitchell et al., 2008). Many past conventions on juvenile idleness during catastrophic disasters were wrong, according to New Orleans and El Salvador studies. Children and adolescents participate in many activities. Their input has also influenced catastrophe prevention and defense planning.

Recent years have seen a rise in young climate change activism. Youth complained about the policies and measures planned to improve the situation. Youth climate change nonconformity characterized as loyal, rowdy, or dangerous (O'Brien, Selboe & Hayward, 2018). Climate change efforts aim to inspire present and future generations with positive understanding and bravery. Conniving postings for both groups may do this. These letters should also include social, economic, national, and climatic needs (Monreal & Veulliet, 2010). There is consensus that climate change messages must be truthful. Climate change has universal properties that are hard to dispute. Thus, climate change communication should be planned and executed carefully. Media and campaign designers should carefully enclose climate change procedures (Good, 2008). Climate change justification is complete. Positive arrogance from all investors is needed. It found that climate change efforts began at three levels: politicians who realize the severity of the situation, who initiated legislation changes to protect capital and plans. Two, climate activists express more climate concerns for assembly and social deployment. Thirdly, climate change qualifying events began with a normal disaster (Bullar & Johnson, 2000).

Climate change threatens countries' survival. This is multifaceted. It's about lifestyle and hubris, not climate change. It said media climate initiatives should be passed on to future groups to make them sustainable. Youth engagement in climate change extenuation measures at several phases is necessary for this tenure transfer (Morton, et al. 2010). Many factors might affect climate change efforts. Leiserowitz (2006) and Wells et al. (2011) describe it as challenging organization, concealed attitude, non-sustainability, nonexclusive conduct, and antagonistic ideas. Political climate shift fishing challenges public arrogance. It argued that climate change is political. It increased disbelief in the US. Studies show that Trump's political rhetoric and concerns about local and international efforts put Americans distant from the problem. More than ever, Americans are undecided. American media also caused this climate change rift between liberals and republicans. Many Americans want to avoid discussing it (Kamarck, September 23, 2019; Lydia, March 25, 2015).

President Trump makes investigating climate doubters' plans and carriages intriguing. His account of climate change cynicism inspires more study. He said climate change is helping huge firms that can't earn billions. Democrats' disagreement raised questions about Trump's threat understanding. They said the President endangered millions of Americans (Pryck & Gemenne, 2017). Similar conditions apply to Pakistani politics, but more actors. Imran Khan accuses opposition parties for not understanding climate change's severity. He ridiculed resistance for not comprehending (Saeed, 7 July 2015). The global threat of climate change is not evenly perceived. Countries and regions vary in social, cultural, and political aspects. Europeans and Australians are more anxious than Americans and Asians (Pidgeon, 2012). Numerous variables shaped climate change attitudes. Environmental psychology studies reveal that risk awareness and climate change extenuation action preferences are more socially established than other intimidations (Renn, 2010). Media familiarity and its role in cognitive development in particular and social life are crucial (Kellstedt et al., 2008).

The solicitation of eco-linguistics to environmental policy analysis is a growing field within linguistics. Previous studies exploited eco-linguistic methods to assess the efficiency of environmental policies as well as the role of language in determining public insights of environmental matters. These studies established that linguistic varieties, such as the enclosing of environmental difficulties then the use of eco-friendly vocabulary, can meaningfully influence policy results and public appointment. Though, while eco-linguistics engaged in examining environmental policies in numerous settings, its application to precise initiatives like the Billion Tree Tsunami in Pakistan remnants relatively unknown. Studies in Ecolinguistic exposed that language can help as both a barrier and interconnected with environmental policy solicitation. The words and metaphors used by policymakers can effect public provision, organize act, or unintentionally support harmful performances. Consequently, an eco-linguistic analysis of the Billion Tree Tsunami initiative can deal valued visions into how language formed its reception, usefulness, and long-term sustainability.

This literature review compromises an all-inclusive indulgent of the eco-linguistic and environmental context nearby Imran Khan's "Billion Tree Tsunami" initiative. By involving Ecolinguistic communication, policy, and environmental challenges, it signifies the interaction between language, environmental narratives, and policy efficacy in the context of Pakistan's environmental modification. This interdisciplinary approach circles the stage for the succeeding examination of the initiative's linguistic discourse and its real-world inferences for the environment of Pakistan.

RESEARCH DESIGN

A mix-method approach has been used for this study. For qualitative analysis Imran Khan's 20 speeches were selected randomly from 2014-2022 from different cities of Pakistan, official documents related to "Imran Khan's 10 Billion Tree Tsunami" and media coverage from 2014-2022. A simple random sampling was used for this study. The qualitative data was analyzed by NVivo software. The framing strategies, linguistic features, and metaphors were analyzed from Imran Khan's speeches, official documents, and media coverage. This phase compromises perceptions of the progress of the initiative's Ecolinguistic discourse over the years. The quantitative data was analyzed by SPSS software (version 24) and Python's Natural Language Toolkit. Key metrics and sentimental analysis of media coverage were done for the quantitative analysis of "Imran Khan's 10 Billion Tree initiative". The quantitative analysis comprises budget utilization, employment impact, public sentiments, and tree survival rates. The SPSS software provides the descriptive statistics of tree survival rates, and the % ages of employment rates, while Python's Natural Language Toolkit (PNLT) presents the sentimental analysis of media coverage related to the 10 Billion tree initiative launched by Imran Khan. The data has been presented in tables and pie charts. The research design highlights a consecutive transformative strategy, where the qualitative outcomes notify as well as monitor the quantitative analysis.

Data analysis

Imran Khan's 'Billion Tree Tsunami' Initiative through the Lens of Ecolinguistic discourse Analysis comprises a combination of qualitative and quantitative analysis. The data presented in tables and pie charts to illustrate the %ages and linguistic features in Ecolinguistic discourse.

Qualitative analysis

Table1. Illustrative linguistic features in the "Billion Tree Tsunami "Discourse

Linguistic features	Examples from speeches
Sustainability orientations	Constructing a defensible future for Pakistan's environment
Eco-Centric language	Our duty to defend the earth for future generation
Environmental lexis	Reforestation barren lands to restore ecological balance

The above table illustrates the linguistic features in "Billion Tree Tsunami "discourse. These linguistic features extracted from Imran Khan's speeches on "Ten Billion Tree Tsunami Initiative" that were selected randomly from 2014 to 2022. His speeches full of sustainability orientations, replicating his devotion to the long-term ecological strength of Pakistan. One prominent instance from his speeches is "Constructing a defensible future for Pakistan's environment" "this phrase not only presents the importance of reforestation but also highpoints commitment and determination for a bright future of Pakistan. It presents the need for does that are feasible as well as long-term environmentally. The word "sustainable" explains the importance of ecological restoration and it also delivers the firmness of Imran Khan that he conveys a responsiveness of the significance of sustaining a balance between ecological restoration as well as comfort of the environment. Another example is found in his speech when discusses about "ecological balance growth" "this phrase presents the idea that environmental conversation as well as economic development should go collectively. It presents his vision for Pakistan's progress that is interlinked with sustainable ecological system of Pakistan. When he talks about "sustainable growth" it means he wants a bright future of Pakistan without compromising the environment. His eco-centric language reveals his deep consciousness regarding environmental development when he says "our duty to defend the earth for future generation" the word "duty" symbolizes the obligation and the collective duty of the communities. It not only presents the significance of the bright future for generation but also conveys his deep emotional attachment for Pakistani generation. His speeches deepened with environmental lexis, containing terms that openly relate to the natural world as well as its protection. The use of "ecological balance" signifies connectivity with environment and need to reinstate its stability. The word "Barren land" exemplifies the idea of renewal and the core objective of the "Billion Tree Tsunami Initiative".

Table2. Use of metaphors in “Billion Tree Tsunami” discourse

Metaphor	Examples from official documents
Fertile ground	Launching a tree tsunami to combat deforestation
Green revolution	A green revolution that restores nature’s balance
Tree Tsunami	Creating fertile ground for ecological restoration

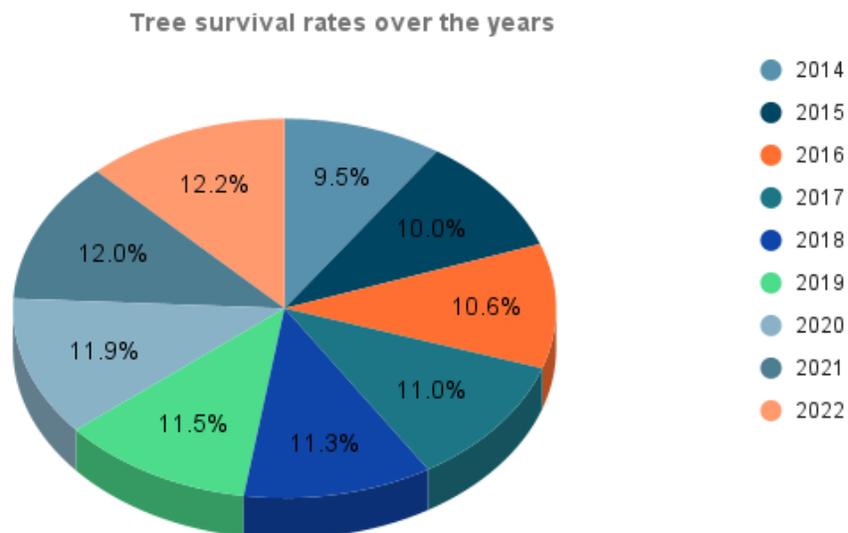
The above table exemplifies the metaphors extracted from the official documents related to the ten billion tree initiative discourse. The word “fertile ground” indicates that Pakistan's environmental image, once useless and infertile, has the inborn capability to be nurtured and reestablished to its full vivacity. It also symbolizes optimism as well as hope for the better future of Pakistan. This metaphor summarizes the idea that through considered reforestation struggles, Pakistan's environment can once again display and produce plentiful ecological remunerations. It coats an intense depiction of the prospective for alteration, where sources of positive change can take origin in this fertile soil as well as cultivate into a flourishing and irrepressible ecosystem. The word “Green revolution” specifies historical reference of agriculture and Pakistan’s ecological system. It indicates just like in agriculture changed the production of food established, the “Billion Tree Tsunami Initiative” will also developed the ecological system of Pakistan. The metaphor underscores the magnitude of the initiative's impact by invoking a sense of transformative change. It conveys the belief that the planting of billions of trees is not merely an incremental effort but a sweeping and revolutionary endeavor. The metaphor of “green revolution”, when smeared to environmental preservation, proposes that the initiative grips the probable to meaningfully improve biodiversity, counter deforestation, as well as alleviate the properties of climate change, thus carrying about an important ecological alteration. The word “Tree Tsunami” identifies the irresistible force, persistent, and the sense of power devotes to afforesting the nation. The “Tree Tsunami “ metaphor demonstrates the initiative's extensive and rapid effect, inducing an appearance of trees flooding the land, restoring ecological balance, and symbolizing flexibility against the environmental trials Pakistan faces. It proposes a collective flow of promise to the environment, where the impression of this ecological restoration exertion is as strong and far-reaching as a natural tsunami, but one that carries revival, not devastation.

Table3. Framing strategies in “Billion Tree Tsunami” discourse

Strategies	Examples from media coverage
National pride	Pakistan’s pride in becoming a worldwide leader in reforestation
Economic benefits	Green initiatives powering economic growth and foundation of job
Environmental hero	Imran Khan, the environmental hero, centrals tree plantation

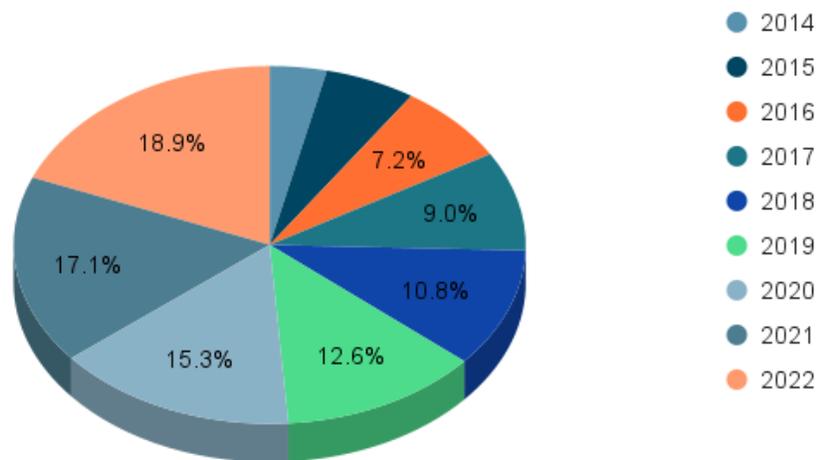
The above table signifies the framing strategies from media coverage related to “billion tree Tsunami initiative”. The “national pride” strategy used to signify the Pakistan’s achievement on international and national level. And it creates a sense of patriotism as well as pride. It creates a sense of honor and collectivism. For example, in bulletins it can be said that "Pakistan's Pride in Becoming a Worldwide Leader in Reforestation." This strategy not only increases public confidence but also underlines the international implication of Pakistan's promise to environmental preservation, highlighting that the nation stances at the front of worldwide environmental stewardship. The “economic benefits” presents the benefits of reforestation initiative. It is common in media coverage to find the green initiative powering economic growth and the creation of jobs. It symbolizes that this initiative is not only the environmental development but also the big source of prosperity. Future economic growth is highlighted by media coverage that will boost employments as well. This initiative is sustainable developments not only clean green Pakistan but also for employment and prosperity of the Pakistan’s future. “Environmental hero” signifies the character of Imran khan as the dominant figure in the tree plantation movement. By saying “Environmental hero” media coverage presents his commitment to the cause. On media and in different articles,” Imran Khan as an environmental hero” signifies not only his determination but also a message to follow him by this initiative. It communicates a sense of confidence and self-assurance in the leadership's devotion to ecological refurbishment and spots Imran Khan as a representative of the nation's obligation to the environment.

Quantitative analysis



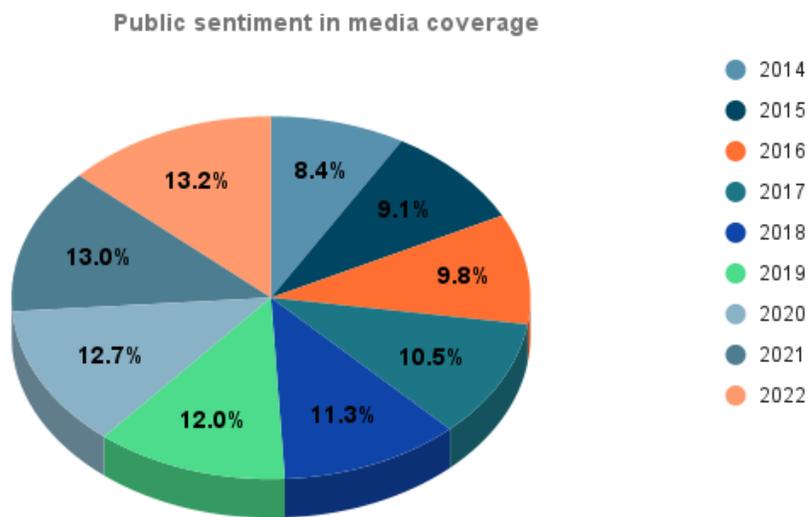
The above pie chart exemplifies the %ages of the tree survival rates over the years from 2014 to 2022. It determines the struggles of reforestation as well as flexibility. It demonstrates the true picture of the struggles of the tree survival rates over the years that how the initiative progressed. In 2014, the survival rate stood 9.5% when the initiative was just started because it was the beginning of a significant journey towards ecological system of Pakistan. In 2015, the survival rate stood 10.0%, increased with the passage of time and blossoming from the earlier year.2016 observed with more improvement and strong reforestation with 10.6%age.In 2017, the survival rate was 11.0%, it emphasized the health of reforested areas with constant growth.2018 perceived another rise (11.3%) and it was going good on its way to achieve the aim of the initiative. In 2019, the survival rate was 11.5%and it showed the elasticity of recently planted trees. 2020 witnessed a noteworthy landmark effort to reinstate and defend initiative’s struggles with 11.9% survival rate. 2021 observed ecological balance and strengthening the success of reforestation and the survival rate was 12.0%. In 2022, the survival rate was 12.2% and became increasingly evident and continued to achieve its aim for the revival. It shows the gradual but constant progress of the “Billion Tree Tsunami Initiative “project.

Employment impact over the years



The above table illustrates the %ages of the employment impact over the years by the “Billion tree tsunami initiative”. It provided job opportunities for people and gained importance for socio-economic growth. It shows the importance of the initiative with the vital aspects. In 2014, it shows minor range of jobs because it was the start of the project. In 2015, it gained more experience and the employment impact increased a little bit more for the people. Then in 2016, the %age of the employment impact was 7.2% and it supported numerous families. 2017 observed more jobs with the 9.0% employment impact and people got more new jobs with this initiative and supported their families by doing related activities. In 2018, the employment rate was 10.8%, it provided a lot of jobs related to plantation and ecological preservation. 2019

perceived more number of jobs for the people with 12.6% employment rate; it boosted the economic stability in the region and made a sustainable growth. In 2020, the employment rate was 15.3% and offered a lot of jobs people and their families and gained socio-economic growth. In 2021, the employment rate was 17.1%, it increased more and created more job opportunities for the development of the sustainable future. It increased the socio-economic development of Pakistan. In 2022, the employment rate was 18.9%, the employment influence continued healthy, reproducing the sustained achievement of the initiative in generating jobs and nurturing economic growth. It depicts the growth in employment chances, occupation sustenance, and economic constancy as key consequences of the "Billion Tree Tsunami" initiative, which has a significant and permanent impression on local communities and the workers.



The above pie chart illustrates the %ages of the public sentiments in media coverage. In 2014, the media coverage sentiments of people remained positive because it was the start of the project. It brought hope and optimism for the people because they thought there will be a sustainable development to maintain the bright future of Pakistan. The sentiments of the public were one of the hope and strength for the initiative and the development of socio-economic growth. 2015 to 2016 positive sentiments continued with 3.1 and 9.8 %ages because it created many job opportunities for the people through “Billion tree tsunami initiative “ and it was a big source of hope and optimism for Pakistani community and it gained more importance not only national level but internationally as well. In 2020 to 2022, the initiative got matured and received remarkable development with the %ages of 12.7% and 13.0% in creating jobs and reforestation. Media coverage displayed the sustain success of the initiative, with the highlights of Pakistan’s environmental growth and the development of greener future of Pakistan. It emphasized the nation’s devotion for reforestation and its impact on the clean green Pakistan. In 2014 to 2015, there were some neutral sentiments because of the initial stage of the project, it displayed some

missing aspects, and some reports preserved a stable tone, admitting the trials and difficulties of large scale reforestation. 2017 to 2019 Neutral sentiments persevered as the initiative proceeded. Throughout these years, media coverage composed positive news with respect of the ongoing contests and the necessity for continued struggles. Reports often offered a truthful opinion of the initiative's journey, admitting both accomplishments and obstacles. The %ages of these years were 10.5%, 11.3% and 2.0%. In 2014 to 2016, some negative sentiments remained and were rare than previous reports. Though, some serious voices did arise, articulating cynicism about the viability and influence of the reforestation movement. In 2017 to 2018, Negative sentiments endured imperfect, with a few reports rising apprehensions about the step of development and the necessity for continual care in ecological maintenance. In 2019 to 2022, while negative sentiments continued less protuberant, some disapproval raised, concentrating on exact contests and deficiencies. These disapprovals often focused on features i.e. data accurateness and the need for sustained pledge to tree survival.

DISCUSSION

To address Pakistan's ecological encounters "Billion Tree Tsunami initiative is an idealistic effort by the outstanding leader Imran Khan. By applying qualitative and quantitative methods on Ecolinguistic discourse this study has multiple implications for this initiative for the environment of Pakistan. A wealth of insights provided by the official documents and Imran Khan's speeches into the linguistic elements that supports the "Billion Tree Tsunami initiative". A comprehensive approach has been exposed to the environmental conversation by Ecolinguistic discourse analysis. The assurance to ecological sustainability emphasized by "sustainable reforestation practices". This phrase is not only for the plantation of trees but also for the maintenance of the ecological balance. It also signifies that the struggle for the plantation of trees is not for the one time but also a long term method to improve the ecological system of Pakistan. Furthermore, "sustainable growth" reveals complete revelation that is important for the economic growth of the Pakistan. This specifies a deep indulgent that a blooming environment is an important sustaining for long-term economic solidity as well as richness. The eco-centric language perceived in these documents shows the environment as an obligation, appealing an ethical duty to defend and appreciate it." Our shared duty to protect the environment'" places the environment as a shared reason, inspiring a sense of moral duty within the discourse. To present the vibrant picture of the initiative's goal metaphors tactically used. "Billion Tree Tsunami" summarizes the magnificence and concentration of the effort, resonating a persistent strength dedicated to ecological transformation.

The "green revolution" metaphor places the initiative as a transformative effort, reflecting the historical alteration in agriculture. This depicts the initiative as strength capable of developing Pakistan's ecological background. The quantitative analysis focused on economic impact and tree survival rate for the initiative's success. The Billion Tree Tsunami initiative's implementation standard by the year 2014 to 2022. This data indicates that the campaign of reforestation

accomplished to overwhelmed trials and is really subsidizing to ecological sustainability as well as climate flexibility. The rising route underlines the pledge to ecological growing and pliability in the face of climate change. The influence of economy is really significant. The stable development in job chances from 2014 to 2022 reproduces the initiatives prospective not only in talking ecological trials but also in inspiring local economies and refining livings. The initiative changed beyond its environmental part, developing as a cause of economic growth as well as an appliance for job opportunities. Qualitative analysis of public sentiments in media coverage is contributory in accepting the developing observation of the initiative. The overpoweringly positive sentiments in the initial years exposed a hopeful nation that united behind the determined initiative. With the passage of time, the sentiments changed into a mixture of positive as well as neutral tones. This change indicates a maturing of public insight, representing that the initiative's positive influence persevered, even as a more accurate viewpoint developed. Economic benefits have been highlighted by framing strategies i.e. Imran Khan as an environmental hero, emphasizing economic benefits as well as inducing national pride. All these strategies shaped public sentiments. The media intentionally created a description that associated the initiative with wider national ambitions, nurturing expectation and eagerness. Additionally, the speeches of Imran Khan are not just words; they are the supporting calls of a leader intensely dedicated to a greener, maintainable Pakistan. In his discourse, he reliably highlights the interconnectedness of a flourishing environment and a wealthy nation. He underlines the necessity for an ecological equilibrium that withstands not only the environment but also the economic development of Pakistan. This initiative is more than just an environmental attempt; it is a complete change. It bonds idealistic language with palpable consequences. It highlights a promise to develop a maintainable future, defending the environment, and nurturing a green revolution that exceeds rhetoric and personified in activities.

The “Billion Tree Tsunami Initiative “ of Imran Khan is an evidence to idealistic leadership, environmental obligation, and the collective essence of a nation strong-minded to furnace a supportable ecological prospect. The implications of the "Billion Tree Tsunami" initiative for Pakistan's environment are thoughtful. The discourse of Ecolinguistic reproduces a rounded promise to ecological sustainability, where environmental rhetoric interpreted into palpable activities. The elements of linguistic in the discourse reproduce not only revelation but also a profound considerate of the complex interaction between society, economy as well as ecology. The quantitative analysis, exactly the growing tree survival rates as well as employment impact, highlights the initiative's useful achievement. It proves that the campaign is vigorously subsidizing to ecological renovation as well as economic growth, both of which are vital for the well-being of the nation. The qualitative analysis of public sentiments highpoints the lasting hopefulness and confidence the initiative enthused. The media's framing strategies efficiently carried the initiative's probable to bring into line with national pride, rouse economic growth, and place Imran Khan as an environmental hero. The "Billion Tree Tsunami" initiative is not just a reforestation campaign; it is a thoughtful eco-linguistic and ecological transformation. The initiative's language, movements, and influence are joining to move Pakistan as an ecological

agent and a exemplary for the world. The nation is not only planting trees but fostering a sustainable future, defending its environment, and nurturing a green rebellion that exceeds rhetoric and reverberates in applied and positive movements. This initiative, as exposed through our inclusive analysis, is a evidence to the control of impracticable management, environmental promise, and public appointment in determining the environmental purpose of a nation.

CONCLUSION

The “Billion Tree Tsunami Initiative” of Imran Khan exemplifies a deep pledge to ecological restoration, summarized in unrealistic eco-linguistic discourse, maintained by convincing quantitative attainments, and reproduced in the forceful development of public sentiment within media coverage. The conclusions of this research emphasize the initiative's multi-faceted influence on Pakistan's environment. Beyond being a reforestation movement, it indicates a complete alteration that bonds unrealistic language with touchable outcomes. The eco-linguistic discourse goes beyond rhetoric, aiding as a proper scope that binds the nation to environmental stewardship. The quantitative data, portraying reliable development in tree survival rates as well as the growth of job chances, shades a depiction of a resistant, green revolution in action, interweaving ecological and economic sustainability. Concurrently, the qualitative analysis of media coverage discloses a nation growing in its indulgent of the initiative's role in bring into line with national goals and reintroducing expectation. Imran Khan's "Billion Tree Tsunami" initiative is a testimony to the authority of impracticable management, environmental promise, and the collective essence of a nation strongminded to produce a sustainable ecological imminent, featuring Pakistan's inductee as a protector of its environment as well as an motivation for the world. Media forecast of billion tree tsunami project played an significant part in it. The strategy of PTI to use media efficiently for the movement continued effective despite the discussing of the campaign. The results display that the influences carried multifold benefits to local women as well as men who mainly run some part time business deeds. Though, trials also continue in the form of scarce working situations, lack of sensible wage rates and deficiency of modern apparatus. It also revealed that apart from making economic capital from job chances, workers are increasingly expending social and human capital in order to get employment. Thus, the socio-economic influences of the initiative displayed a extensive scope and replaced as a medicine to noticeably upsurge employment occasions. However, this initiative is serving to rise employment safety and also serving to control outmigration by providing employment and business chances in the innate areas. Furthermore, the green reserves and policy designers need to reflect the low wage rate; consequently, there is an impending necessity to upsurge labor wages while considering choices regarding reserves. Economy cannot be prosperous if it weakens the straightforward human requirements, so policies should make a watchful asset which is comprehensive of infrastructure, shelter, medical care as well as basic income.

Future recommendations

- Environmentalists and policymakers will be benefited from this research to promote economic and ecological growth.
- Communicative professionals and media channels will continue framing strategies that will be more optimistic. It will also signify the importance of eco-initiatives.
- It will be useful for educational institutions to integrate eco-centric language and environmental ethics to make them sensible citizens.
- It will be helpful for organizations and international researcher to explore Pakistan's ecological development. They will get benefit for reforestation strategies and global climate.
- It will be useful for activists and NGOs because they will cooperate with Government to confirm and observe the achievement of clearness of ecological projects.

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