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METONYMY IN ONLINE DISCOURSE
ON FACEBOOK BY GREENPEACE
AUSTRALIA PACIFIC

Greenpeace Australia Pacific is an “independent campaigning organization that uses peaceful protest and creative confrontation to expose global environmental problems” (Greenpeace Australia Pacific, 2023), such as the issues of climate change and environmental sustainability. The aforementioned problems are often communicated by Greenpeace Australia Pacific to its stakeholders and the general public via online means, for instance, Facebook. Given that currently there is insufficient research that investigates Greenpeace Australia Pacific’s online discourse on Facebook, this article presents a mixed-methods study that aims to explore how metonymy is used in disseminating environmental and climate change-related issues by Greenpeace Australia Pacific. In order to do so, the study involves a corpus of status updates that are found on Greenpeace Australia Pacific’ official Facebook page. The corpus is searched manually for the presence of metonymy and the types of metonymic mappings. The results of the qualitative analysis indicate that there are the following metonymic mappings in the corpus: “from a fossil fuel corporation to a polluter”, “from the name of the corporation to its actions”, “from the name of the country to the country’s government”, “from the name of the environmental organisation to its actions”, and “from the name of the vessel to its actions”. Thereafter, a quantitative analysis of the corpus is carried out in order to calculate the most frequent types of metonymic mappings. The results indicate that the metonymic mapping “from the name of the corporation to its actions” is the most frequent in the corpus, whose occurrence is concomitant with multimodality. These findings and their discussion are further presented in the article.

Key words: climate change, discourse, environmental sustainability, Facebook, Greenpeace Australia Pacific, online discourse, metonymy.

1. Introduction

The issues of climate change and environmental sustainability are often referred to as topical and crucial to the survival of humanity (Dahl & Fløttum, 2019; Fløttum & Gjerstad, 2017; Kapranov, 2023a, 2023b, 2021; Søgaaard Jørgensen et al., 2024). There is a widely accepted view that the environmental and climate change-related issues should be addressed urgently and resolutely (Gjesdal & Andersen, 2023;

Kapranov, 2022). Therefore, it is of paramount importance to investigate how scientists, business and political actors, and environmental organisations communicate the issues to their stakeholders and the public at large (Kapranov, 2018a, 2018b; Ofori-Parku & Koomson, 2023). One of the effective means of environmental and climate change-related communication is thought to be represented by online discourse that takes place, for instance, on social networking sites (SNSs), such as Facebook, Instagram, and Twitter, which provide a fruitful arena for the dissemination of ideas, information, narratives, and viewpoints (Kapranov, 2014, 2016a, 2016b, 2019; Meijers et al., 2023; Wu et al., 2023). For instance, Greenpeace Australia Pacific, one of the leading independent campaigning organisations, habitually communicates its views on climate change and sustainability by means of posting on Facebook (Hall, 2022). Currently, however, little is known about Greenpeace Australia Pacific's Facebook discourse on climate change and environmental sustainability (Wu et al., 2023).

Given that there is a paucity of studies on Greenpeace Australia Pacific's Facebook discourse (Hall, 2022), the present investigation aims to learn about how metonymy is represented in Greenpeace Australia Pacific's discourse on climate change and environmental sustainability, which is posted on Facebook in the form of status updates. The research focus of the study on metonymy is accounted by a cognitive-linguistic paradigm, which posits that metonymy plays one of the central roles in the construction of meaning at the levels of word, utterance, and discourse (Barcelona, 2002, 2007, 2015; Croft, 1993; Hilpert, 2006; Kapranov, 2001a, 2002a, 2002b; Lai, 2008; Panther & Thornburg, 2007). In discourse, in particular, metonymy is involved in fundamental and perhaps, pervasive, relationships that are (i) reflective of people's everyday way of thinking, and (ii) grounded in their experiences, thoughts, and actions (Martin & Papadelos, 2017; Radden & Kövecses, 1999). Informed by the view of metonymy as a conceptual phenomenon, metonymy in cognitive linguistics is regarded as a relationship of contiguity that involves conceptual mappings between two conceptual entities which are closely associated in people's experience and mental representations (Lakoff & Johnson, 1980, p. 36). The observation that metonymy rests with the closely related concepts within one domain of experience is crucial to our understanding of the difference between metonymy on the one hand and metaphor on the other hand (Barcelona, 2023; Kapranov, 2015a; Lakoff & Turner, 1989). Whilst both metaphor and metonymy involve conceptual mappings, in case of the former they eventuate between two different domains, and in case of the latter they take place within one experiential domain, or, in other terminology, frame (Brdar-Szabó, 2009; Kapranov, 2017a, 2017b; Ruiz de Mendoza, 2011; Ruiz de Mendoza & Pérez, 2011). It should be specified that in cognitive linguistics, a frame represents a model of a recurrent and well-delineated area of experience (Barcelona, 2023; Kapranov, 2002c, 2017c, 2018c; Fillmore, 1985). Hence, a cognitive-linguistic notion of metonymy is defined as

an asymmetric mapping of a conceptual entity, the source, onto another conceptual entity, the target. Source and target are in the same frame and are linked by a pragmatic function, so that the target is mentally activated. (Barcelona, 2011, p. 52)

Guided by the cognitive-linguistic notion of metonymy, the study applies it to a corpus of status updates that are posted by Greenpeace Australia Pacific on its official Facebook page.

The study is based upon a consideration that metonymy is ubiquitous in discourse in general (Radden, 2005), and in online discourse on such SNSs as Facebook in particular. Furthermore, the study factors in a contention that there should be a multimodal component associated with metonymy on SNSs, inclusive of Facebook (O'Neill, 2022; Pérez-Sobrino, 2016). In line with the aforementioned considerations, the study sets off to address the following research questions (RQs):

RQ 1: What kind of metonymic mappings are involved in Greenpeace Australia Pacific's status updates on Facebook?

RQ 2: What are the most frequent metonymic mappings in Greenpeace Australia Pacific's status updates on Facebook?

RQ 3: Are there multimodal components that are involved in metonymic mappings in Greenpeace Australia Pacific's status updates on Facebook?

In order to address the RQs, the article is organised as follows. Firstly, in section 2, the literature on metonymy in climate change discourse is summarised. Secondly, in section 3, the present study is introduced and discussed. Finally, in section 4, the article concludes with the summary of the major findings and their implication to the field of online communication on SNS on the topics of climate change and environmental sustainability.

2. Metonymy in Climate Change Discourse

There is an emergent line of prior research that focuses on metonymy in climate change discourse (Augé, 2019; Bonnefille, 2011; Dancygier, 2023; Deignan, 2017; Hidalgo-Downing & O'Dowd, 2023; Kapranov, 2015a, 2015b, 2017d; O'Neill, 2022). Whilst the publications on metonymy in climate change discourse are not numerous, it is feasible, nevertheless, to distinguish the following themes that draw researchers' attention to (i) individual metonymic mappings (Augé, 2019), (ii) the interrelation of multimodal elements (photos, videos, etc.) with metonymy (Dancygier, 2023; Hidalgo-Downing & O'Dowd, 2023; O'Neill, 2022), and (iii) the focus on metaphor with metonymy playing an epiphenomenal role (Bonnefille, 2011; Deignan, 2017; Kapranov, 2015a, 2015b, 2017d).

The first of the aforementioned research themes is represented by a relatively recent publication by Augé (2019), who investigates the type of a metonymic mapping "from the colour green to the environment" in a corpus of newspaper articles on the topic of climate change. Augé (2019) argues that green represents a benevolent concept for the environment. Presumably, the positive association of green enables a metonymic mapping from the colour to the environment (Augé, 2019). It is noted that the metonymic mapping "from the colour green to the environment" is positively connoted in the British press. Furthermore, the positive connotation of the metonymic mapping in newspaper coverages on climate change is prototypically associated with Greenpeace, which is headquartered in the United Kingdom (*ibid.*).

The second research theme is illustrated by multimodal metonymy that is typically manifested by an image (usually, a photo) and, in online discourse, by a video, and/or a combination of text with a multimodal component (Dancygier, 2023; Hidalgo-Downing & O'Dowd, 2023; O'Neill, 2022). It is inferred from the literature that the visualisation of the issue of climate change in the majority of cases involves a metonymic mapping “from the impact of climate change on the whole endangered animal species” (ibid.). In this regard, it is pertinent to refer to the iconic image of a polar bear that drowns in the open sea, since there is no ice to sustain its habitat. In turn, the ice has melted due to the negative consequences of global warming. Such instances are referred to in the literature as visual metonymy in climate change discourse, which represents a

visual shorthand (used within a particular culture) which goes beyond the immediately represented denotative content to directly link to a set of ideas in real or conceptual space. In turn, the visual metonym itself can then become indistinguishable from the (often deeply political) judgements with which these ideas are associated. (O'Neill, 2022, p. 1106)

Unlike a purely visual approach to conceptual metonymy that is outlined in O'Neill (2022), Hidalgo-Downing and O'Dowd (2023) and Dancygier (2023) demonstrate that multimodal metonymy in climate change discourse is instantiated by a combination of text and photos, also referred to as a verbopictorial type of multimodal metonymy (Hidalgo-Downing & O'Dowd, 2023). This type of multimodal metonymy tends to occur in public advertising by environmental organisations, (e.g., Greenpeace), which use, for instance, a picture of plastic floating in the sea and short text about plastic pollution in order to manifest the metonymic mapping “from cause to effect”. In this regard, Hidalgo-Downing and O'Dowd (2023) indicate that iconic images of environmental pollution in conjunction with textual descriptions are associated with emotional implications that may influence the public opinion on the environmental and climate change-related topics. Similar views are expressed by Dancygier (2023), who argues that verbal and visual elements in multimodal metonymy may affect the public's perception of the issue of climate change by evoking certain prototypical aspects of people's everyday lives that are usually connected to the environment and climate change. To illustrate the point, Dancygier (2023) mentions the picture of a diesel-run car that is, as a rule, is connoted rather negatively nowadays due to its association with fossil fuel, environmental pollution, and CO₂ emissions.

The third research theme involves a primary focus on metaphor with metonymy relegated to the background (Bonnefille, 2011; Deignan, 2017; Kapranov, 2015a, 2015b, 2017d). Notably, the primary focus on metaphor and the secondary one on metonymy is explained by the use of these two conceptual entities as a framing device in discourse on anthropogenic climate change (Deignan, 2017; Kapranov, 2015a, 2015b, 2017d). In particular, it is assumed in the literature that whilst metaphors tend to play a pragma-communicative role of dramatising and introducing a particular stretch of written discourse on climate change, metonymy functions as an ideational source in the text, i.e. it is less salient in contrast to metaphor (Deignan, 2017). The literature posits that a concurrent use of metaphor and metonymy in a piece of discourse on climate change creates an interrelated

network of pragmatic meanings that functions as a frame, which anchors the narrative in a particular socio-cultural discursive space (Kapranov, 2015a, 2015b, 2017d). Another facet of the third research theme, however, involves the juxtaposition of metaphor and metonymy as a contrasting point in analysing political discourse on the issue of climate change. For example, Bonnefille (2011) postulates that a researcher's concurrent attention to metaphor and metonymy facilitates the unpacking of critical differences in political discourse that are associated with a more nuanced understanding of the politicians' stance on the issue of climate change. Specifically, it has been established that whilst the former US president Obama prefers metaphorical networks and metonymies, his French counterpart Sarkozy does not resort to metonymy in his political speeches on climate change (Bonnefille, 2011).

It appears possible to summarise the outline of the literature by indicating that the current research foci, which centre on individual metonymic mappings, multimodal metonymy, and the co-presence of metaphor and metonymy, do not involve research topics that elucidate how metonymy is represented in climate change discourse on Facebook. The study, which is described in section 3 of the article, seeks to fill the gap in scholarship by means of problematising and researching metonymy in climate change discourse on Facebook by Greenpeace Australia Pacific.

3. The Present Study

As already mentioned, there are no current studies that investigate the use of metonymy in Facebook status updates by Greenpeace Australia Pacific (further – GAP). The present study is an initial attempt to shed light on this under-researched issue. The study is informed by the literature in cognitive linguistics that points to a ubiquitous nature of metonymy in discourse (Radden, 2005), inclusive of discourse on climate change and environmental sustainability (Augé, 2019; Bonnefille, 2011; Dancygier, 2023; Deignan, 2017; Hidalgo-Downing & O'Dowd, 2023; Kapranov, 2015a, 2015b, 2017d; O'Neill, 2022). In addition, the study factors in the consideration of multimodality that is co-present with metonymy on SNSs, in particular, on Facebook (O'Neill, 2022; Pérez-Sobrino, 2016). Set within a cognitive-linguistic approach to metonymy and the considerations of multimodality associated with metonymy on SNSs, the study seeks to provide answers to three research questions, or RQs (see introduction).

Following the RQs, the study involved a corpus of status updates that were posted by GAP on its official Facebook page (<https://www.facebook.com/greenpeaceaustraliapacific>). The Facebook status updates by GAP were collected between 1 June 2023 and 30 November 2023 (i.e., six months in total). In line with the literature (Kapranov, 2019), the cut-off of six months was deemed to be sufficient for the corpus collection. The Facebook status updates by GAP were downloaded, converted to Word files, and processed in the statistical program Statistical Package for Social Sciences (SPSS) version 20.0 (IBM, 2011) in order to obtain the descriptive statistics of the corpus. The descriptive statistics (inclusive of the total number of words, means and standard deviations words and multimedia elements, such as photos, videos, emojis, hashtags, and hyperlinks) were summarised in Table 1 below.

Table 1. The Corpus of the Study

#	Descriptive Statistics	Value
1	The total number of FB status updates	147
2	The total number of words	7 385
3	Mean words	50.2
4	Standard deviation words	40.9
5	Maximum words	242
6	Minimum words	1
7	The total number of multimedia elements	813
8	Mean multimedia elements	5.5
9	Standard deviation multimedia elements	3.5
10	Maximum multimedia elements	19
11	Minimum multimedia elements	1
12	The total number of emojis	346
13	Mean emojis	2.6
14	Standard deviation emojis	1.5
15	Maximum emojis	13
16	Minimum emojis	1
17	The total number of photos	206
18	Mean photos	1.8
19	Standard deviation photos	2.3
20	Maximum photos	10
21	Minimum photos	1
22	The total number of videos	42
23	Mean videos	1.3
24	Standard deviation videos	1.5
25	Maximum videos	10
26	Minimum videos	1
27	The total number of hashtags	135
28	Mean hashtags	1.8
29	Standard deviation hashtags	1.5
30	Maximum hashtags	13
31	Minimum hashtags	1
32	The total number of hyperlinks	84
33	Mean hyperlinks	1.3
34	Standard deviation hyperlinks	0.6
35	Maximum hyperlinks	5
36	Minimum hyperlinks	1

The methodology of the present investigation was grounded in the cognitive-linguistic paradigm and involved both qualitative and quantitative dimensions. The qualitative analysis consisted in searching the corpus manually for the presence of metonymic mappings. The qualitative search was facilitated by a typology of conceptual metonymic mappings (see Kapranov 2001a, 2001b, 2002a) that eventuated between two contiguous concepts (the source and the target, respectively) within one frame (see Barcelona, 2011). The association of each metonymic mapping with its respective frame was established in line with the

definition of frame by Barcelona (2011). In addition, the qualitative analysis involved a manual search for multimodal elements, such as photos, videos, emojis, hashtags, and hyperlinks that were related to each individual metonymic mapping. The quantitative part of the analysis consisted in the following. Once the metonymic mappings and the accompanied multimedia elements were identified, they were turned to numeric representations and processed in SPSS in order to establish their frequency. The results of the analyses are further summarised and discussed in subsection 3.1 of the article.

3.1. Results and Discussion

In this section of the article, the results are presented in accordance with the RQs in the study. Let us summarise and discuss the results in conjunction with the first RQ, which aims at identifying metonymic mappings that are involved in GAP’s status updates on Facebook within the timeframe from 1 June 2023 to 30 November 2023. The qualitative analysis of the corpus has yielded the results that are presented in alphabetic order in Table 2 below.

Table 2. A Qualitative Summary of the Metonymic Mappings in the Corpus

#	Metonymic Mappings in the Corpus	Frames
1	From a fossil fuel corporation to a polluter	Climate change
2	From the name of the corporation to its actions	Climate change
3	From the name of the country to the country’s government	Climate change
4	From the name of the environmental organisation to its actions	Climate change
5	From the name of the vessel to its actions	Environmental protection

Whilst we will address the frequency of the occurrence of the metonymic mappings (see Table 2) further in the discussion section, let us focus on a qualitative interpretation of the results. In Table 2, we can see that there are several metonymic mappings whose source is associated with the name of the corporation, the name of the country, the name of the environmental organisation, and the name of the vessel (see # 2 – 5 in Table 2). Generalising, we may contend that the “name +” mapping involves the source as the name X and the target that is manifested by what X does, i.e., X’s actions. Judging from the data, it follows that the majority of metonymic mappings “name +” (i.e., “from the name of the corporation to its actions”, “from the name of the environmental organisation to its actions”, and “from the name of the country to the country’s government”) are associated with the frame “climate change”. The presence of the aforementioned mappings in the corpus lends support to the literature (Augé, 2019; Dancygier, 2023; Hidalgo-Downing & O’Dowd, 2023), which indicates that metonymic mappings are likely to eventuate in climate change discourse. Even though the metonymic mapping “from a fossil fuel corporation to a polluter” does not involve the conceptual element of the corporation’s/country’s name, it belongs, nevertheless, to the same frame. In contrast to the frame “climate change”, the metonymic mapping “from the name of the vessel to its actions” is restricted to the frame “environmental protection”. As previously mentioned, two frames are distinguished in the data, namely “climate change” and “environmental protection”, in which different types of metonymic mappings transpire (see Table 2).

Now, let us consider the metonymic mappings that occur in the frame “climate change”. They are “from the name of the corporation to its actions”, “from the name of the environmental organisation to its actions”, “from the name of the country to the country’s government”, and “from a fossil fuel corporation to a polluter”. The latter metonymic mapping is present in the GAP’s status update on Facebook on 24 September 2023:

(1) “It is difficult for the sea turtles to lay their eggs as our beaches diminish due to erosion and sea level rise.” 🌿❤️ George Kalkalua, a dedicated turtle conservation volunteer on Moso Island, Vanuatu. Since 2008, George has witnessed a decline in turtle populations, primarily due to the effect of climate change on their natural habitat. Now, we have a chance to hold **big polluters** to account for the lives and ecosystems they are putting at risk. Join the fight for climate action which is going all the way to the highest court in the world by making a donation today. (Greenpeace Australia Pacific, 2023) plus video

In (1), the phrase “big polluters” refers metonymically to fossil fuel corporations that pollute the atmosphere (i.e., they act as polluters) by producing oil and gas. Notably, in (1) “big polluters” is used rather generically without naming a concrete fossil fuel corporation. It could be posited that the phrase “big polluters” in (1) manifests a case of metonymy that represents, or in Garwood’s (2013) terminology, encapsulates the concept of a fossil fuel corporation that alludes to a larger idea without fully stating it (ibid.).

The fact that GAP pays attention to corporate agenda is in line with the literature that describes the attitude of fossil fuel corporations to the issue of climate change (Kapranov, 2018b, 2016c; Livesey, 2002; Livesey & Kearins, 2002). In the present corpus, GAP makes ample references to a number of well-known international corporations (for instance, Shell, Toyota, etc.) by means of the metonymic mapping “from the name of the corporation to its actions”. Notably, this mapping appears to be associated with negative and positive connotations. The negative connotation is illustrated by excerpts (2) – (4) below.

(2) **Shell** is suing [Greenpeace International](#) and [Greenpeace UK](#) and threatening an \$8 MILLION damages claim for peacefully protesting their climate destruction ❌

They are a huge multi-billion dollar corporation trying to intimidate us, but we are a movement of people determined to fight for a livable planet 🌍👊 Together we can fight the court case and put pressure on **Shell** to stop drilling and start paying for their climate damage! (Greenpeace Australia Pacific, 2023)

(3) We’re just back from a great trip in Canberra with allies from WA, where we were hosted by Western Australian MPs [Josh Wilson MP](#) and [Kate Chaney MP](#) for a round table about Woodside’s monstrous Burrup Hub. It was great to have support from Government MPs, the Cross Bench and the Greens. Politicians from all sides were shocked to learn **Woodside** wants to turn a pristine coral reef into a massive new gas hub and that this is clearly the most polluting project currently proposed in Australia. (Greenpeace Australia Pacific, 2023)

(4) Did you know over 99% of cars sold by **Toyota** in 2022 still run on petrol? 🚗🌍

Continuing to drive in the slow lane, blocking EV policy and spreading misinformation.

That's why this year they ranked third last out of all traditional automakers in Greenpeace's Automobile Environmental Guide. (Greenpeace Australia Pacific, 2023)

In (2) – (4), the metonymic mapping “from the name of the corporation to its actions” is involved in the negatively connoted narratives that point to the fossil fuel corporations' role as polluters that are responsible for the so-called greenhouse gas emissions from burning gas and oil. In particular, the negativity is explicitly referred to in (4), which portrays Toyota, an international automobile manufacturer, as a corporation that continues “blocking EV policy and spreading misinformation”.

Unlike excerpts (2) – (4), which represent a negative connotation of the metonymic mapping associated with a well-known corporate actor (e.g., Toyota), the metonymic mapping “from the name of the corporation to its actions” appears to be positively connoted when it is referred to Woolworths, the biggest chain of supermarkets and grocery stores in Australia. The positive connotation is seen in excerpt (5) below:

(5) From supermarket to its actions [#BREAKING Woolworths](#) has committed to 100% electric home delivery trucks by 2030! 🚚🌞 Today's announcement will see over 1,200 electric trucks on our roads by 2030 powered by the wind and sun! Nice one, **Woolies!** ❤️ (Greenpeace Australia Pacific, 2023)

In (5), the positive context, in which the metonymic mapping is situated, is reinforced by the reference to Woolworths as a diminutive “Wollies”. We may argue that in (5) there are, actually, two types of metonymic mappings, the first one is represented by the mapping “from the name of the corporation to its actions” and the other one is manifested by “from the company' full name to its diminutive”. However, both of them refer to the company's action (e.g., “Woolworth has committed”) that takes place within the frame “climate change”, since “electric home delivery trucks” are thought to contribute to climate change mitigation as a clean source of transport.

Whilst (5) is connoted positively, the metonymic mapping “from the name of the country to the country's government” is connoted negatively, as exemplified by excerpt (6):

(6) Introducing Churmer, a climate justice activist from the beautiful island of Bonaire in the Caribbean! 🌴 Recently, he took a bold step and sued **the Netherlands** for stronger climate protection. Like many islands, Bonaire is in danger of sinking due to the climate crisis. Churmer joined our Pacific Climate Justice ship tour in Vanuatu - another place that's facing severe impacts of climate change. (Greenpeace Australia Pacific, 2023)

In (6), the metonymic mapping “from the name of the country to the country’s government” (e.g., “the Netherlands”) represents a typical occurrence of the conceptual stand-for relationship between two contiguous concepts within the same frame, which, in our case, is embodied by “climate change”. This type of metonymic mapping is rather frequently described in the literature (Augé, 2019; Bonnefille, 2011), which, for instance, reports that in metonymies similar to “France not doing enough to tackle climate change” (Bairin & Woodyatt, 24 April 2021), or “Australia must act now to raise climate targets” (Steggall, 27 October 2023), the name of the respective country is mapped onto the country’s government and the actions that the government should undertake in relation to the issue of climate change.

Finally, in the frame “climate change”, let us consider the metonymic mapping “from the name of the environmental organisation to its actions”, as emblematised by excerpt (7):

(7) **Greenpeace** joined hundreds of people outside Woodside’s Perth headquarters for a Vigil to oppose Woodside seismic blasting in endangered whale habitat. This is what community care and action looks like! 🌱👏
Thanks to everyone who came along and made their voices heard. Let's keep going! (Greenpeace Australia Pacific, 2023)

In (7), the metonymic mapping “from the name of the environmental organisation to its actions” foregrounds the concept of an organisation, in our case, Greenpeace, whose conceptual structure is mapped onto the actions the organisation, for instance, “Greenpeace joined hundreds of people”. Whilst this type of metonymic mapping is rarely reported in the literature on metonymy in climate change discourse, it is mentioned rather abundantly in studies on corporate discourse (Koller, 2006; Schoeneborn et al., 2016).

In contrast to the aforementioned metonymic mappings that are present in the frame “climate change”, the metonymic mapping “from the name of the vessel to its actions” occurs in the frame “environmental protection”, as shown in excerpt (8):

(8) While **the Rainbow Warrior** was visiting Scott Reef in Western Australia, we were delighted to have special guests [Sailing La Vagabonde](#) join us! 🚢🌱 Definitely worth a watch if you’ve ever wondered what life is like onboard our iconic flagship vessel! (Greenpeace Australia Pacific, 2023)

In (8), arguably, the metonymic mapping is reliant on a more abstract schema TOOL for ACTION (Barcelona, 2015), which is instantiated in the frame “environmental protection”. The name of the iconic vessel, the Rainbow Warrior, is conceptualised as a TOOL that performs a number of actions (e.g., the Rainbow Warrior visits/was visiting) in line with the environmental agenda. We will return to discussing the role of the Rainbow Warrior later in the article when the frequency of the occurrence of the metonymic mappings is dwelt upon.

Having presented and discussed RQ 1, let us proceed to the next RQ in the study (i.e., RQ 2), which seeks to establish the frequency of the occurrence of metonymic mappings in the corpus. It is graphically represented by Figure 1 below.

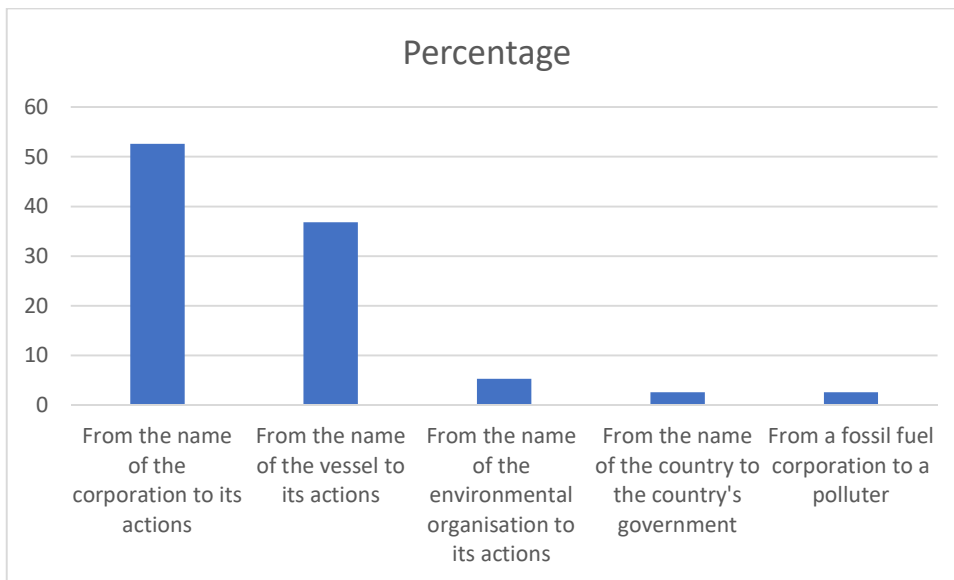


Figure 1. The Frequency of the Occurrence of Metonymic Mappings in the Corpus

In total, 38 cases of metonymy have been identified in the study. Among them, the metonymic mapping “from the name of the corporation to its actions” is the most frequent one (N = 20, or 52,6%). This finding is indicative of the priorities set by GAP in its climate change-related agenda, which consists in campaigning against international and domestic corporate actors that fail to consider the issue of climate change in their activities. The only exception in GAP’s negative attitude towards big corporate actors is represented by Woolworths (see excerpt 5), whose climate change-related undertakings are seen rather favourably by GAP. In other cases, however, the most frequent metonymic mapping “from the name of the corporation to its actions” is negatively connoted. Judging from the data, the frequency of this mapping in the corpus is explained by GAP’s attention to Woodside, which is one of the largest Australian petroleum exploration and production companies. Specifically, between 1 June 2023 and 30 November 2023, GAP’s status updates on Facebook appear to be quite often associated with Woodside and its activities that involve Burrup Hub, an untapped gas field off the Western Australian coast. As already illustrated by excerpt (3), GAP reacts negatively to Woodside’s drilling activities that risk “to turn a pristine coral reef into a massive new gas hub” (Greenpeace Australia Pacific, 2023). Hence, we can argue that the frequency of the occurrence of the metonymic mapping “from the name of the corporation to its actions” is clarified by GAP’s particular focus on the corporate world. Indirectly, this finding provides support to a number of prior studies (Kapranov, 2017a, 2017b, 2017c, 2018b; Livesey, 2002; Livesey & Kearins, 2002) that demonstrate the importance of metonymy, as well as metaphor, in climate change-related narratives by corporate actors and their opponents, that, in our case, are represented by GAP.

Another frequent metonymic mapping in the corpus is “from the name of the vessel to its actions” (N = 14, or 36,8%). The frequency of its occurrence is determined by the significance of the Rainbow Warrior as a Greenpeace ship that

was involved in numerous campaigns against whaling and nuclear testing. The original Rainbow Warrior sank in Auckland (New Zealand) in 1985. However, the current Rainbow Warrior has been in operation since 2011 (Greenpeace, 2023). We may argue that the frequency of the occurrence of the metonymic mapping “from the name of the vessel to its actions” in the corpus is reflective of the iconic status of the Rainbow Warrior, which is regarded by GAP as a symbol of its environmental campaigns.

Lastly in the discussion, let us consider the third RQ in the study. To reiterate, RQ 3 aims to establish a possible presence of multimodal components that are involved in metonymic mappings in GAP’s status updates on Facebook. The data analysis has revealed that there are multiple multimodal elements in the corpus (the total N of multimedia elements = 813, mean = 5.5, standard deviation = 3.5). However, not all of them are associated with the metonymic mappings, as indicated by the quantitative analysis (the number of multimodal elements associated with metonymic mappings = 205, mean = 5.5, standard deviation = 4.0). It is evident from the data that out of 205 multimodal elements, the majority of them are manifested by emojis (N = 71, mean = 2.3, standard deviation = 1.0). Taking into consideration the literature, these findings can be considered novel, since the prior research points out to the predominant role of photos as a multimodal element in climate change discourse (Dancygier, 2023; Hidalgo-Downing & O’Dowd, 2023; O’Neill, 2022).

It follows from the present data that emojis accompany all types of the metonymic mappings in the corpus (see Table 2). Judging from the data, emojis play a subsidiary pragmatic role in (i) manifesting the GAP’s attitude towards a piece of news communicated in the status update, as in excerpt (8), e.g. “While **the Rainbow Warrior** was visiting Scott Reef in Western Australia, we were delighted to have special guests [Sailing La Vagabonde](#) join us! 🚤💚” (Greenpeace Australia Pacific, 2023), and (ii) illustrating the focal point in a status update, as in, for example, excerpt (4) “Did you know over 99% of cars sold by **Toyota** in 2022 still run on petrol? 🚗🌫️” (Greenpeace Australia Pacific, 2023). We can summarise that emojis rather frequently accompany metonymic mappings in the corpus, which appear to be a combination of text and emojis. This finding allows us to argue that metonymy in the corpus is manifested by a verbopictorial type of multimodal metonymy in the sense postulated by Hidalgo-Downing and O’Dowd (2023).

Another frequently occurring multimodal element is represented by photos (N = 70, mean = 2.3, standard deviation = 3.0), whilst hashtags, hyperlinks, and videos are less frequent, as illustrated by Figure 2. It should be observed that the multimodal elements in Figure 2 are given as the percentage to the number (N = 205, or 100%) that accompanies metonymic mappings.

Following the results of the data analysis summarised in Figure 2, it seems reasonable to contend that the metonymic mappings in the corpus are typically accompanied by emojis and photos, which impart a visual dimension to GAP’s status updates on Facebook. A substantial visual multimodal element that is involved in the instances of metonymy in the corpus buttresses the prior studies by O’Neill (2022), Hidalgo-Downing and O’Dowd (2023), and Dancygier (2023), who argue that metonymy in climate change discourse is concomitant with visual multimodality.

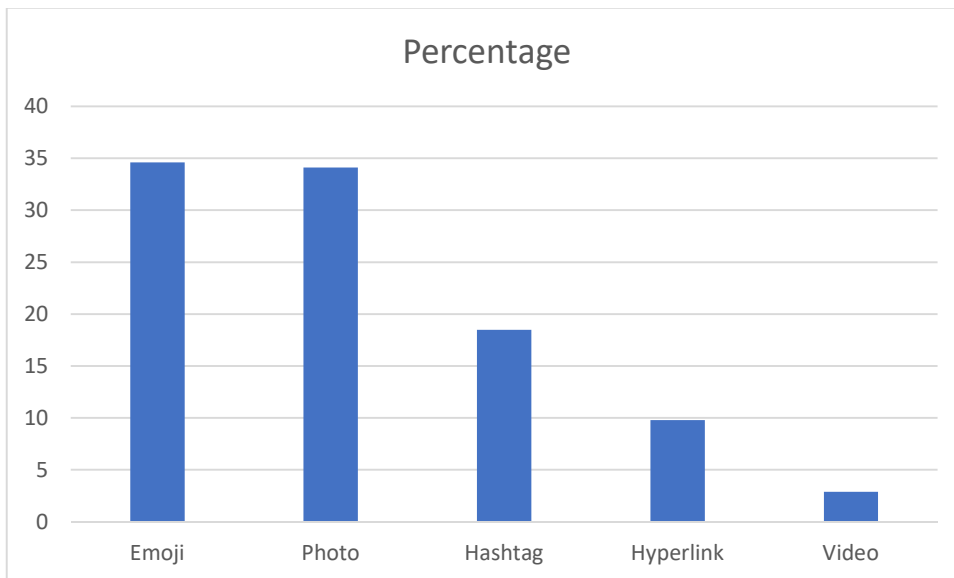


Figure 2. The Distribution of Multimodal Elements Associated with Metonymic Mappings

4. Conclusions

The article discussed a mixed-methods study whose aims were to identify and quantify the types of metonymic mappings in the corpus of Facebook status update by GAP. In addition, the study sought to learn about whether or not metonymic mappings in the corpus would be accompanied by multimodality. The results of the qualitative data analysis revealed that there were five types of metonymic mappings, which were associated with two frames, namely “climate change” and “environmental protection”. The former involved the metonymic mappings “from a fossil fuel corporation to a polluter”, “from the name of the corporation to its actions”, “from the name of the country to the country’s government”, and “from the name of the environmental organisation to its actions”, whilst the latter was manifested by the mapping “from the name of the vessel to its actions”. The metonymic mapping “from the name of the corporation to its actions” was found to be the most frequent in the corpus. However, irrespective of the frequency of the occurrence, all metonymic mapping were accompanied by, at least, one multimodal element. The most frequent multimodal element in the corpus was represented by emojis, which were closely followed by photos.

Summarising the findings, it would be feasible to postulate that the instances of metonymy in GAP’s status updates on Facebook involved, mainly, the frame “climate change”, in which metonymy was associated with the big international and domestic corporate actors. GAP’s particular focus on corporate actors, first of all, fossil fuel corporations, was accompanied by metonymies that eventuated from the mappings “from a fossil fuel corporation to a polluter” and “from the name of the corporation to its actions”. The findings could be epitomised by the contention that GAP’s status updates on Facebook, to an extent, were centred on the issue of climate change and the role the “big polluters” (Greenpeace Australia Pacific, 2013) were playing in it.

In terms of the implications to the field of online communication on SNSs on the topics of climate change and environmental sustainability, the study revealed the importance of metonymy and multimodality, especially emojis, in GAP’s communication of its agenda. The findings could facilitate further studies on climate

change discourse by non-profit environmental organisations in the Southern Hemisphere and worldwide.

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<https://www.facebook.com/greenpeaceaustraliapacific>

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Резюме

Капранов Олександр

МЕТОНІМІЯ В ОНЛАЙН-ДИСКУРСІ GREENPEACE AUSTRALIA PACIFIC НА FACEBOOK

Постановка проблеми. Greenpeace Australia Pacific є «незалежною організацією, що проводить кампанії та використовує мирний протест і творче протистояння, щоб викрити глобальні екологічні проблеми» (Greenpeace, 2023), такі як питання зміни клімату та екологічної стійкості. Greenpeace Australia Pacific часто повідомляє про вищезазначені проблеми своїм стейкхолдерам і широкій громадськості через онлайн-засоби, наприклад, Facebook. З огляду на те, що наразі недостатньо досліджень, які вивчають

онлайн-дискурс Greenpeace Australia Pacific у Facebook, ця стаття представляє дослідження, яке має на меті дослідити, як Greenpeace Australia Pacific використовує метонімію для комунікації питань, пов'язаних зі зміною клімату та навколишнього середовища.

Мета. Мета дослідження – дати відповіді на наступні дослідницькі запитання (ЗП): **ЗП 1:** Які метонімічні перенесення використовуються Greenpeace Australia Pacific в статусах на Facebook? **ЗП 2:** Які метонімічні перенесення найчастіше зустрічаються в статусах Greenpeace Australia Pacific на Facebook? **ЗП 3:** Чи є мультимодальні компоненти, які беруть участь у метонімічних перенесеннях, у статусах Greenpeace Australia Pacific на Facebook?

Методи. Методологія ґрунтувалася на когнітивно-лінгвістичній парадигмі та охоплювала якісні та кількісні виміри. Якісний аналіз полягав у пошуку метонімічних перенесень, які виникали між двома суміжними концептами (джерелом і метою, відповідно) в одному фреймі. Крім того, якісний аналіз передбачав пошук мультимодальних елементів, які були пов'язані з кожним окремим метонімічним перенесенням. Кількісна частина аналізу полягала в обробці метонімічних перенесень і мультимедійних елементів у SPSS (IBM, 2011) з метою встановлення їх частотності.

Результати. Результати якісного аналізу свідчать про те, що в корпусі присутні такі метонімічні перенесення: «від корпорації з викопного палива до забруднювача», «від назви корпорації до її дій», «від назви країни до уряду країни», «від назви екологічної організації до її дій», і «від назви судна до його дій». Результати кількісного дослідження показують, що в корпусі найбільш частотним є метонімічне перенесення «від назви корпорації до її дій», яке супроводжується мультимодальністю.

Дискусія. У корпусі є кілька метонімічних перенесень, джерело яких пов'язане з назвами корпорації, країни, природоохоронної організації та судна. З наших даних випливає, що метонімічні перенесення, які мають елемент «назва +», відбуваються у фреймі «зміна клімату». Незважаючи на те, що метонімічне перенесення «від корпорації з викопного палива до забруднювача» не включає концептуальний елемент назви корпорації/країни, воно, тим не менш, належить до того самого фрейма. На відміну від фрейма «зміна клімату», метонімічне перенесення «від назви судна до його дій» обмежене фреймом «охорона навколишнього середовища».

Ключові слова: зміна клімату, дискурс, екологічна стійкість, Facebook, Greenpeace Australia Pacific, онлайн-дискурс, метонімія.

Abstract

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METONYMY IN ONLINE DISCOURSE ON FACEBOOK BY GREENPEACE AUSTRALIA PACIFIC

Background. Greenpeace Australia Pacific is an “independent campaigning organization that uses peaceful protest and creative confrontation to expose global environmental problems” (Greenpeace, 2023), such as the issues of climate change and environmental sustainability. The aforementioned problems are often communicated by Greenpeace Australia Pacific to its stakeholders and the general public via online means, for instance, Facebook. Given that currently there is insufficient research that investigates Greenpeace Australia Pacific’s online discourse on Facebook, this article presents a mixed-methods study that aims to

explore how metonymy is used in disseminating environmental and climate change-related issues by Greenpeace Australia Pacific.

Purpose. The purpose of the study is to provide answers to the following research questions (RQs): **RQ 1:** What kind of metonymic mappings are involved in Greenpeace Australia Pacific's status updates on Facebook? **RQ 2:** What are the most frequent metonymic mappings in Greenpeace Australia Pacific's status updates on Facebook? **RQ 3:** Are there multimodal components that are involved in metonymic mappings in Greenpeace Australia Pacific's status updates on Facebook?

Methods. The methodology was grounded in the cognitive-linguistic paradigm and involved qualitative and quantitative dimensions. The qualitative analysis consisted in searching the corpus manually for the presence of metonymic mappings. The qualitative search was facilitated by a typology of conceptual metonymic mappings that eventuated between two contiguous concepts (the source and the target, respectively) within one frame. Also, the qualitative analysis involved a manual search for multimodal elements that were associated with each individual metonymic mapping. The quantitative part of the analysis consisted in processing the metonymic mappings and multimedia elements in SPSS (IBM, 2011) in order to establish their frequency.

Results. The results of the qualitative analysis indicate that there are the following metonymic mappings in the corpus: "from a fossil fuel corporation to a polluter", "from the name of the corporation to its actions", "from the name of the country to the country's government", "from the name of the environmental organisation to its actions", and "from the name of the vessel to its actions". The results of the quantitative investigation show that the metonymic mapping "from the name of the corporation to its actions" is the most frequent in the corpus. Furthermore, its occurrence is concomitant with multimodality.

Discussion. There are several metonymic mappings in the corpus whose source is associated with the names of corporations, countries, environmental organisations, and vessels. Judging from the data, it follows that the metonymic mappings "name +" (i.e., "from the name of the corporation to its actions", "from the name of the environmental organisation to its actions", and "from the name of the country to the country's government") take place in the frame "climate change". Even though the metonymic mapping "from a fossil fuel corporation to a polluter" does not involve the conceptual element of the corporation's/country's name, it belongs, nevertheless, to the same frame. In contrast to the frame "climate change", the metonymic mapping "from the name of the vessel to its actions" is restricted to the frame "environmental protection".

Key words: climate change, discourse, environmental sustainability, Facebook, Greenpeace Australia Pacific, online discourse, metonymy.

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