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Constructing Environmental Sustainability: A Multimodal Linguistic Analysis of the Green Saudi Initiative

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ABSTRACT

This research investigates the synergistic interaction of diverse communication modalities within the promotional video "Championing Climate Action", produced by the Green Saudi Initiative (GSI), and its pivotal role in fostering environmental awareness among Saudi citizens. The video serves as a compelling narrative vehicle that projects Saudi Arabia's commitment to ecological stewardship and its vision for a sustainable future. By integrating multiple semiotic resources—ranging from evocative visual imagery and emotionally resonant music to carefully crafted linguistic choices and conceptual metaphors—the study explores how these verbal and non-verbal modes work in tandem to deliver a coherent and persuasive message. Grounded in Kress and van Leeuwen's (2006) framework for Multimodal Discourse Analysis and informed by Stibbe's (2015) ecolinguistic approach to ecological discourse, the research analyzes the symbolic and communicative power embedded in the video. It pays particular attention to how sustainability themes are constructed, reinforced, and aligned with the cultural, environmental, and religious values specific to Saudi society, while also evaluating their alignment with global Sustainable Development Goals (SDGs). The findings reveal that multimodal strategies are not only effective in enhancing public understanding of climate issues, but also in motivating emotional engagement, encouraging behavioral transformation, and positioning Saudi Arabia as a proactive leader in global environmental sustainability. This study demonstrates the communicative strength of eco-themed media in shaping ecological consciousness and influencing policy discourse within culturally resonant frameworks.

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1. Introduction

Environmental sustainability has emerged as one of the most urgent issues of the 21st century, requiring global collaboration and creative solutions. The Green Saudi Initiative (GSI) exemplifies a robust national effort designed to mitigate environmental challenges, aiming to achieve SDGS through extensive reforestation, CO_2 emission reduction, and ecological preservation (Saudi Green Initiative, n.d.). The initiative reflects Saudi Arabia's commitment to combating climate change while aligning with its Vision 2030 objectives, which prioritize economic expansion and ecological preservation. Effective communication of such ambitious goals is crucial for promoting public awareness and inspiring action, particularly within the cultural and ecological context of Saudi Arabia.

Video content, as a key form of multimedia, significantly contributes to this process by drawing in audiences through the integration of imagery, language, and music. Media serves as a pivotal mechanism in the formation of public discourses, encompassing diverse concepts, ideologies, and perspectives. As Castells posits, media visibility is instrumental in the evolution of environmental sustainability[1], enabling its progression "from a mere condition to a recognized public issue and ultimately to a matter of policy deliberation". Videos about GSI are designed not only to inform but also to persuade and motivate viewers by appealing to their emotions, values, and sense of identity.

1.1. Objectives of the Research

This research examines how the use of different communication modalities in the *Championing Climate Action* promotional video for the Green Saudi Initiative raises awareness about environmental sustainability and Saudi Arabia's climate commitment. It analyzes the video's main sustainability topics using Kress and Van Leeuwen's multimodal discourse framework and Stibbe's ecolinguistic approach[2, 3]. The study evaluates the video's effectiveness in promoting environmental awareness while aligning with Saudi Arabia's cultural and ecological values.

1.2. Research Questions

The study seeks to address the overarching question: **To what extent is the video effective in fostering awareness and driving behavioral change toward environmental sustainability among Saudi citizens?** To elucidate this inquiry, the research delves into the following sub-questions:

(1) How does the video "Championing Climate Action" from the Green Saudi Initiative (GSI) utilize multimodal strategies—encompassing visual imagery, auditory components, and linguistic devices—to construct engaging narratives that promote environmental sustainability?

(2) In what ways does the verbal discourse within this video embody values, ideologies, and framing mechanisms as outlined in Stibbe's (2015) ecolinguistics framework, thereby reinforcing the initiative's messaging?

(3) How does this video navigate and integrate Saudi Arabia's cultural heritage, historical underpinnings, and the global environmental agenda to establish resonance and foster engagement among local audiences?

2. Literature Review

Environmental sustainability has been widely studied in academic research, utilizing diverse linguistic and multimodal approaches. Over the past decade, studies have shed light on the shifting methodologies and frameworks employed to analyze sustainability communication, with multimodal analysis emerging as a key innovative approach in the field.

Multimodal studies have been particularly significant in advancing the understanding of how environmental messages are communicated across different media. Fernández-Vázquez furthered this discourse by analyzing the environmental webpages of major global corporations identified as significant polluters[4]. This study was innovative in its use of critical discourse analysis and multimodal ecolinguistics, revealing how corporations strategically align visual

elements with sustainability goals, thereby shaping public perceptions of environmentally responsible identities. The integration of both verbal and non-verbal communication modalities highlighted an innovative approach to analyzing corporate environmental messages.

Similarly, Hameed, Jabeen, and Afzal examined the portrayal of the Saudi Green Initiative (SGI) within Middle Eastern media[5]. Their work introduced corpus-based tools, such as LancBox and SketchEngine, for analyzing how linguistic and multimodal strategies crystallize ecological narratives. Their study underlined the novel role that multimodal communication plays in shaping public environmental awareness, a point echoed in Nasir, Habib, and Yousaf's examination of print media advertisements, where metaphor, framing, and salience were identified as crucial multimodal strategies[6].

In the context of Saudi Arabia, Almaghlouth contributed to the literature by analyzing the digital discourses surrounding sustainability in Saudi Arabia[7]. Using a corpus-based discourse methodology, this study explored the intersection of national identity and global integration within the ecological discourse, drawing on intertextuality and linguistic keyness. The innovative aspect of this study lies in its analysis of how multimodal texts create dual narratives that support both national sustainability goals and global environmental trends.

Moreover, Zollo examined communication strategies employed by the EU through multimodal analysis of webpages directed at younger audiences[8]. This study identified innovative verbal and visual strategies promoting eco-consciousness while critically engaging with mainstream environmental narratives, challenging the status quo in sustainability communication.

The integration of pragmatics and visual communication has also shown its relevance in the study by Fadhil[9], who analyzed environmental slogans paired with imagery on social media platforms. This study used a pragma-multimodal framework to uncover how illocutionary acts and visual elements synergize to enhance persuasive messaging, showcasing the novel potential of combining pragmatics and visual semiotics in multimodal sustainability discourse.

Similarly, Liu & Li adopted Kress and van Leeuwen's visual grammar framework to analyze public service posters advocating low-carbon living[10]. The study highlighted the dynamic interplay of representational, interactive, and compositional meanings in constructing effective environmental messages, contributing to China's low-carbon development strategies.

Lastly, Jabeen examined Saudi media's representation of environmental concerns[11], using *Arab News* as a case study. By employing advanced corpus tools like SketchEngine and LancsBox, the study demonstrated the strategic use of lexical choices, repetition, and framing to convey urgency and mobilize public action, with a particular focus on multimodal communication's role in constructing climate change narratives.

3. The Significance of the Research

The significance of this research lies in its contribution to understanding how environmental communication strategies can effectively raise awareness and influence public behavior toward sustainability, specifically within the Saudi context. By analyzing one of the SGI's videos through a multimodal and ecolinguistic lens, the study offers insights into how verbal, visual, and auditory elements work together to construct compelling narratives about environmental sustainability. Thus, expressing the role of language in fostering sustainable practices. Finally, by evaluating the effectiveness of this video, the research supports broader global sustainability efforts, including the United Nations Sustainable Development Goals (SDGs), particularly Goal 13 (Climate Action) and Goal 15 (Life on Land).

4. Data Compilation

The research utilizes a promotional video from the Saudi Green Initiative (SGI), titled *Championing Climate Action*, with a duration of three minutes and nine seconds, as its primary data source. This video, published by the Saudi Ministry of Environment, Water, and Agriculture, and hosted on the official SGI YouTube channel (https://www.youtube.com/watch?v=5OkjAYypEgw), was selected for its strong focus on promoting environmental sustainability in Saudi Arabia.

The researcher first segmented the video into a sequence of still images using the online tool [https://www.online-convert.com/], capturing key frames that visually repre-

sent major themes and transitions. Concurrently, the background music was extracted and analyzed separately to understand its emotive contribution to the video's environmental message. The script, obtained from the video's subtitles, was transcribed for detailed textual analysis.

For data analysis, Kress and van Leeuwen's (2006) Multimodal Discourse Analysis framework was applied to the visual and musical elements[2]. Visual analysis focused on representational, interactive, and compositional meanings, including examining gaze, angle, salience, and framing. The music was analyzed in relation to these visual structures to assess how auditory elements reinforce or modify the environmental messages. Meanwhile, Stibbe's (2015) ecolinguistic framework was used to analyze the script by identifying ecological keywords, metaphors, storylines, and evaluations that reflect environmental values and ideologies[3]. Through this detailed multi-stage process, the study examines how language, visuals, and sound combine to communicate sustainability messages effectively and to promote eco-awareness in alignment with Saudi cultural values and the Sustainable Development Goals (SDGs).

5. Theoretical Framework

5.1. Multimodality

Multimodality represents an innovative and interdisciplinary domain within the study of language and linguistics, focusing on the intricate interplay of diverse communicative modes, such as visuals, colors, gestures, and auditory elements. Emerging prominently since the 1990s, the foundations of multimodality were initially laid by Roland Barthes, who explored the integration of linguistic and visual modes.

Van Leeuwen defines multimodality as the combination of different semiotic modes in communication[12]. The term "MDA" refers to multimodal discourse analysis and semiotics[13]. Key contributions to the field include Kress and Van Leeuwen[2, 14], and O'Toole[15], who applied Halliday's systemic functional theory to interpret meaning through ideational, interpersonal, and textual metafunctions[16]. In recent years, the field has expanded with new theories, including Norris' interactive multimodal theory[17], Forceville and Urios-Aparisi's work on multimodal metaphors, and Machin's (2010) exploration of sound as a communicative mode[18, 19].

5.2. Kress & Van Leeuween's (2006) Multimodal Discourse Analysis

Halliday's systemic functional grammar provides a comprehensive framework for understanding linguistic and visual communication, with an emphasis on three metafunctions: ideational, interpersonal, and compositional[20]. These metafunctions were adapted to visual grammar by Kress and Van Leeuwen[2], offering a nuanced approach to analyzing meaning in images.

The ideational metafunction, as Halliday describes, is concerned with "the representation of experience", encompassing both external and internal worlds[16]. Kress and Van Leeuwen argue that ideational meaning demonstrates how semiotic modes represent the world "as it is experienced by humans"[2]. In images, this metafunction focuses on relationships among places, people, and objects. Participants are categorized as either interactive, engaging in action (e.g., playing or running), or represented as the subject of communication[2]. Narrative processes, a key aspect, depict dynamic actions through vectors that link actors and goals, forming either transactional or non-transactional relationships. Similarly, symbolic processes convey meaning or identity through carriers (social actors) and symbolic attributes (e.g., clothing or objects signifying roles), while analytical processes detail part-whole relationships (e.g., a car as a whole with its wheels as parts). These processes underpin the ideational metafunction, illustrating how visuals represent experiential relationships.

The interpersonal metafunction addresses the interaction between the image producer and the viewer, reflecting power, social relations, and engagement. Halliday describes this as "meaning as a form of action", which Kress and Van Leeuwen extend to visuals[2, 16], noting that the producer conveys messages through elements like gaze, angle, and frame size. Gaze determines interaction type: direct eye contact creates "demand images," engaging viewers actively, while indirect gazes result in "offer images" that share information passively. Social distance, determined by the frame size, influences the level of viewer involvement; close shots signify intimacy, while long shots suggest detachment. Angles further modulate interaction, with horizontal angles indicating involvement (frontal) or detachment (oblique), and vertical angles reflecting power dynamics. For instance, high angles empower viewers over de-

picted participants, while low angles elevate the depicted subject.

The compositional metafunction, or textual meaning, integrates the ideational and interpersonal aspects by organizing elements systematically within the visual frame. Kress and Van Leeuwen emphasize three components: information value, salience, and framing[2]. Information value pertains to element placement, with left-to-right arrangements denoting old versus new information and top-to-bottom layouts distinguishing ideal from practical details. Salience ensures certain elements stand out through size, brightness, or position, guiding viewer focus. Framing connects or separates elements visually, employing lines, spacing, or color differences to signify unity or detachment. According to Bateman et al.[21], empty spaces or contrasting colors can suggest separation or disconnection between subjects, directing the viewer to perceive them as distinct entities. On the other hand, Overlapping or closely placed objects often suggest cohesion or interrelatedness, reinforcing thematic unity. Together, these elements provide coherence and structure to visual communication, enhancing interpretative clarity[21].

Modality is another critical feature in visual analysis, reflecting the extent to which visuals align with naturalistic truth. Machin describes modality as the "truth value" or credibility of visuals[19], which Kress and Van Leeuwen associate with color, depth, and detail[2]. High modality visuals, characterized by sharp detail and vibrant colors, are perceived as more realistic and engaging. Conversely, low modality images with muted tones or abstract representations convey less realism but may suggest artistic or emotional depth. Features such as color saturation, brightness, and depth contribute to modality, with high saturation expressing energy and vibrancy, and darker tones evoking introspection or fear.

5.3. Stibbe's (2015) Ecological Discourse Analysis

Stibbe's ecolinguistic theory or ecological discourse analysis offers a profound framework for understanding how language constructs ecological awareness and drives action toward sustainability[3]. By examining the intricate roles of ideologies, framing, metaphors, identities, convictions, evaluation, erasure, and salience, this theory reveals how language both promotes and impedes ecological consciousness.

Ideology forms the backbone of ecological narratives, subtly influencing how environmental issues are framed and understood through language, often without direct recognition[3]. According to Alexander and Stibbe[3], the linguistic choices used to articulate environmental concerns embed and perpetuate these ideologies, shaping a particular worldview that drives collective behavior, whether proactive or passive.

Framing, as explored by Lakoff and Stibbe[3, 22], pertains to how language organizes environmental messages, emphasizing certain elements while downplaying others. This cognitive process plays a pivotal role in shaping public perceptions and responses to ecological issues. Rather than merely reflecting reality, framing actively constructs it, guiding how audiences interpret and react to environmental challenges[3]. Consequently, the effectiveness of environmental narratives in driving ecological action hinges on their framing, particularly in how they convey the urgency and significance of the issues at hand.

Metaphors, as conceptualized by Lakoff and Johnson[23], are another powerful tool in shaping ecological discourse. By linking abstract concepts to more familiar experiences, metaphors help individuals navigate complex environmental issues. Stibbe highlights how metaphors such as "resource wars" or "Mother Nature" shape the way people relate to the environment[3]. These metaphors not only simplify complex concepts but also subtly influence emotional responses and policy orientations.

Identities constructed through ecological discourse further define the relationship between humans and the environment. According to Stibbe[3], language constructs roles for both human and non-human entities, influencing how they are treated and valued. These constructed identities shape collective attitudes toward ecological ethics and sustainability.

Conviction, as Stibbe suggests[3], pertains to the strength of beliefs encoded in language. In environmental communication, conviction manifests in the urgency and certitude with which ecological issues are framed. Messages delivered with strong conviction evoke a sense of moral responsibility and can spur action. In contrast, more neutral or uncertain language can dilute the urgency of the

message, potentially leading to inaction.

Erasure refers to the omission or marginalization of certain ecological perspectives or entities, rendering them invisible in discourse. This concept highlights how language can exclude critical elements of environmental issues, such as the voices of marginalized communities or the ecological contributions of non-human entities[24]. As Stibbe argues, erasure in ecological discourse reveals underlying biases that prevent a comprehensive understanding of environmental issues[3].

Evaluation, as conceptualized by Stibbe[3], refers to the way language conveys attitudes, values, and judgments about ecological phenomena. It highlights the linguistic expressions that frame ecological narratives positively or negatively, thereby shaping public perception and ecological practices. Finally, salience refers to the prominence or visibility of specific aspects of ecological discourse. Stibbe discusses how certain environmental elements are emphasized through language, visual cues, or media coverage, making them more noticeable or urgent[3].

5.4. Machine's (2010) Musical Framework

Machin outlines several key aspects of how sound functions in multimodal texts, emphasizing its role in communicating meaning and emotion. One crucial element is **pitch**, which refers to how high or low a sound is. High pitch is associated with brightness, lightness, and high energy, while low pitch is linked to darkness, heaviness, and low energy. A movement from low to high pitch suggests an uplifting effect, whereas a shift from high to low pitch indicates a loss of energy. Additionally, Machin identifies three types of **modality** in sound: **naturalistic modality**, **abstract modality**, and **sensory modality**. Naturalistic modality refers to how closely a sound mimics a real-world experience; the more it resembles what the audience would naturally hear in a scene, the higher the naturalistic modality. Abstract modality involves altering natural sounds to create new meanings, while sensory modality focuses on the emotive qualities of sounds, emphasizing how they affect the listener emotionally. Lastly, **social distance** in sound refers to the way the perspective on sound changes depending on how far or close the sound source is to the listener. As the distance increases, the sound becomes louder, sharper, and more distant. These aspects of sound typology are essential for understanding how sound contributes to meaning-making and emotional engagement in multimodal communication[19].

6. Results

The analysis is structured into three distinct sections: the initial segment focuses on a visual examination grounded in Kress and Van Leeuwen's framework, followed by a linguistic analysis utilizing Stibbe's ecolinguistic model. The final section provides a concise exploration of auditory elements, specifically music, analyzed through the lens of Machin's principles of music analysis.

6.1. Section One: Visual Analysis

The visuals in **Figures 1–5** depict a narrative deeply rooted in innovation, sustainability, and human engagement with science and nature. The laboratory scenes highlight the advanced research and technological processes that underpin the SGI. Interactive participants, such as scientists and researchers, are shown to be actively involved in experimentation and discovery. This emphasizes Saudi Arabia's commitment to scientific innovation as a cornerstone of achieving environmental goals, such as CO_2 emission reduction, renewable energy, and biodiversity conservation.

In contrast, the agricultural imagery symbolizes the integration of traditional environmental practices with modern sustainability goals (**Figures 5** and **6**). The act of tending to plants reflects a microcosm of SGI's broader environmental agenda, such as afforestation and desert greening. The inclusion of a child, as an active participant, focused on a specific task signifies the role of future generations in inheriting and advancing these efforts. Together, the participants embody a vision where human ingenuity meets environmental responsibility.

The first six frames primarily feature material and mental processes. Material processes dominate **Figures 1** & **3–6**, emphasizing physical actions and visible efforts in scientific and environmental work. Mental processes appear in **Figures 2** and **3**, highlighting thinking, curiosity, and problem-solving. **Figure 1** shows a scientist conducting an experiment, reflecting innovation. **Figure 2** captures a child's focused expression, symbolizing learning and awareness. **Figure 3** combines material and mental processes, as a person

writes formulas—showing both physical action and intellectual effort, aligning with the goals of the Saudi Green Initiative.

Figure 1. A Saudi female scientist examines a laboratory sample.

Figure 2. A young boy focuses intently.

Figure 3. Local scientists innovate sustainable solutions to secure a greener, knowledge-driven future.

Figures 4–6 clearly highlight material processes that emphasize direct physical actions related to environmental efforts. Using a dropper in a lab represents scientific precision and innovation, while planting or working with soil symbolizes tangible actions like afforestation and sustainable agriculture—key goals of the Saudi Green Initiative (SGI). The collaborative tree-planting activity illustrates collective responsibility for environmental care. Visible irrigation systems reinforce the physical, practical aspects of sustainable farming. The attire of both participants blends tradition with practicality, suggesting that environmental action is culturally rooted and inclusive. The young trees represent growth and long-term climate commitment, while the caption "preserving local heritage" connects environmental sustainability with cultural preservation.

Figure 4. Science in action—fueling Saudi Arabia's green future through innovation.

Figure 5. Greening the desert—sustainable agriculture takes root under the Saudi Green Initiative.

Figure 6. Restoring nature through collective action.

The high level of naturalistic modality in the images conveys authenticity and credibility. Realistic lighting and vivid colors lend a sense of immediacy and realism, ensuring the audience perceives the depicted activities as tangible and impactful. The lack of direct gaze from the participants

in all these frames positions the viewer as an observer, fostering respect for their expertise and dedication. This aligns with the SGI's narrative of quiet but profound progress, allowing viewers to appreciate the depth of the work being undertaken without dramatization.

Furthermore, the focus on hands, tools, and intricate attitudes creates a sense of intimacy. For instance, gloved hands carefully holding a test tube or nurturing plants signify meticulous care and precision. Besides, the irrigation lines in **Figures 5** and **6** point to the use of modern agricultural techniques to support sustainable practices. These details reflect Saudi Arabia's measured approach to balancing technological innovation with environmental preservation, a core tenet of the SGI.

Salience is achieved through participants' size and contrasting colors and light. Cool tones in the laboratory scenes symbolize professionalism, precision, and innovation, while the warmer tones in the agricultural scene evoke harmony with nature and growth. This deliberate contrast reinforces the SGI's dual focus on scientific advancement and ecological restoration.

The subtitles add an additional layer of meaning, contextualizing the visuals within the framework of the SGI. References to advanced research, technological development, and achieving the goals of the Saudi Green Initiative anchor the images within a narrative of progress and responsibility. The textual and visual elements work in tandem to communicate the scale and scope of the initiative, creating a cohesive and persuasive multimodal message.

SGI aims to lead the world in sustainability, drawing upon a collective of individuals, represented participants, who embody the spirit of innovation, resilience, and cultural pride. The upcoming visual narratives, from **Figures 7–17**, depict these "pioneers of change"—scientists, conservationists, and community members—who work together to achieve the ambitious goals of environmental restoration, technological advancement, and cultural preservation.

Figure 7 features a female scientist, symbolizing empowerment and inclusivity within the Saudi Green Initiative (SGI). Her confident smile and direct gaze, along with the bright laboratory setting, emphasize her active role in renewable energy and environmental science. The composition highlights her individuality while connecting her to SGI's technological advancements.

Figure 7. Saudi talent leading the green transformation with innovation and purpose.

Figure 8. Saudi expertise at the heart of sustainable innovation.

Figure 9. Saudi citizens embracing the Green Initiative to protect their land.

Figure 10. Guardians of the land—preserving Saudi Arabia's natural heritage through Saudis.

Figure 11. Empowered voices from every corner—women at the heart of Saudi Arabia's green transformation.

Figure 12. Saudi scientists powering the transition to a greener, more resilient economy.

Figure 13. Hope in every smile—empowering the next generation to lead Saudi Arabia's green transformation.

Figure 14. Smiles rooted in purpose—youth leading reforestation efforts across Saudi Arabia's green landscape.

Figure 15. A drop of life.

Figure 16. Preserving Saudi Arabia's underwater ecosystems through sustainable action.

Figure 17. Ensuring a thriving habitat for future generations beneath the Red Sea.

Figure 8 showcases a male scientist in an industrial environment, reflecting the technical and practical dimensions of SGI. His protective goggles and industrial attire signify his involvement in energy innovations, while his direct gaze and slight smile project confidence and pride in his work. Furthermore, the contrast between his warm tones and the dark background highlight his central role in SGI.

Figures 9, 10 and **12** bridge cultural heritage, environmental, scientific and technical stewardship, depicting three Saudis in traditional attire standing confidently in their workplaces. The material process in **Figure 9** is subtle, as the man's posture suggests active involvement in the preser-

vation of Saudi Arabia's natural landscapes. His traditional thobe and ghutra signify a connection to cultural identity, while the natural desert and greenery in the background symbolize the results of SGI's afforestation and biodiversity efforts. His vertical angle creates inclusivity, while the slightly low vertical angle gives him an authoritative presence, reflecting Saudi Arabia's leadership in sustainability. The high salience of his attire against the earthy background connects cultural pride with environmental progress. Furthermore, the material process in **Figure 10** highlights the other man's role in conservation and afforestation projects, symbolizing hands-on involvement in SGI's goals. His direct gaze invites viewers to share in the responsibility for environmental stewardship. The vibrant green backdrop contrasts with his attire, making him the focal point and reinforcing the success of SGI's ecological initiatives. This high-modality frame integrates traditional values with modern environmental action, showcasing the tangible results of local efforts.

Figure 12 showcases a male scientist in traditional Saudi attire, situated in a modern facility, symbolizing his expertise in energy innovation. His posture and the clean, white tones of his thobe and the facility reflect professionalism and precision, reinforcing the credibility of SGI's scientific advancements.

Figure 11 shifts to a desert environment, where a woman in a niqab embodies cultural resilience. Her presence in the harsh landscape symbolizes the challenges of Saudi Arabia's ecological restoration efforts. The earthy tones and high modality of the scene highlight SGI's commitment to desert greening and sustainability, blending tradition with ecological transformation.

Figures 13 and **14** depict a young man and woman in modern attire and hijab, smiling confidently within a forested area. Material processes employed in these frames suggest the represented participants involvement in conservation and urban greening projects, central to SGI's ecological goals. The vibrant greenery in the background is highly salient, symbolizing the flourishing results of SGI's environmental efforts. The neutral angles and high-modality settings in the two frames emphasize their role as representatives of collective action, bridging individual effort with national goals.

Most of the frames use direct gaze, creating what Kress and van Leeuwen (2006) call a "demand image," which fosters a personal connection between the viewer and the Saudi Green Initiative (SGI). This technique, seen in figures like the female scientist in **Figure 7** and the male worker in **Figure 8**, conveys confidence and invites viewer engagement. In **Figures 13** and **14**, direct gazes from individuals in natural settings further promote optimism and shared responsibility. Body posture and orientation also guide viewer attention—vertical and diagonal vectors emphasize pride, leadership, and participants' connection to their environment. Horizontal lines of landscapes visually tie individuals to nature, reinforcing their unity with SGI's mission. Altogether, gaze, posture, and vector's use work together to integrate participants into their settings and draw viewers into the broader story of environmental stewardship and cultural pride.

The use of high-saturation colors in the SGI video is key to conveying its narrative, emphasizing realism, credibility, and emotional resonance. In frames set in scientific and industrial contexts (e.g., **Figures 7, 8, 12**), neutral tones like whites, grays, and metallics symbolize precision and technological advancement. Frames set in natural environments (e.g., **Figures 9, 10, 11, 13, 14**) use vibrant greens, earthy browns, and golden hues to represent ecological restoration and environmental stewardship. These colors highlight SGI's afforestation and desert greening efforts. Additionally, cultural attire in traditional colors such as bright whites and deep reds, seen in **Figures 9–12**, reinforces the integration of cultural heritage with modern sustainability initiatives, linking Saudi identity with the SGI's goals.

Frames from 15-17 emphasize the harmony between humanity and nature, shifting focus from human-driven scientific efforts to the natural world itself. These scenes highlight the importance of ecological balance and the interconnectedness of all living beings. **Figure 15**, featuring a leaf with water droplets, symbolizes growth and life through a symbolic process, where water represents nourishment. The close-up shot and natural green tones draw attention to nature's beauty. In **Figure 16**, a vibrant coral reef acts as a represented participant in a relational process, symbolizing the marine biodiversity that the Saudi Green Initiative strives to protect. The bright colors and horizontal perspective integrate the viewer into this underwater world, evok-

ing empathy and a call to action for conservation. **Figure 17** continues this theme with a sea turtle engaged in a material process, swimming through the coral reef. The turtle's movement and the surrounding blue hues suggest continuity, peace, and the vastness of marine ecosystems, reinforcing a message of shared responsibility for preserving the planet's natural heritage.

Besides, in these frames, vectors and colors work cohesively to immerse the viewer in the intricate beauty and vitality of natural ecosystems. In **Figure 15**, the vectors formed by the leaf's veins lead the viewer's gaze toward the shimmering water droplets, symbolizing the life-sustaining role of water. In **Figure 16**, the dynamic multidirectional vectors created by the outward branching coral convey the vibrancy and interconnectedness of the coral reef ecosystem. The vivid reds, oranges, and blues, with high saturation, highlight the reef's diversity and vitality, underscoring the urgency of its conservation. In **Figure 17**, the horizontal vector of the sea turtle's movement guides the viewer's eye across the frame, symbolizing continuity and resilience in marine ecosystems. The blue hues dominate the scene, creating depth and tranquility, while the turtle's muted browns subtly contrast with the vibrant coral, ensuring it remains the focal point. Together, these elements integrate vectors and colors to evoke awe, empathy, and a sense of shared responsibility for nature, aligning with the Saudi Green Initiative's goals of environmental preservation.

Figures 18 and **19** present a visual narrative that underscores the Saudi Green Initiative's emphasis on ecological stewardship and the interconnectedness of all life forms. **Figure 18** captures a bird nesting among twigs, representing a material process centered on nurturing and survival, while also conveying a symbolic process reflecting the fragility of life in harsh environments. The earthy brown palette emphasizes the aridity of the habitat, and the low angle invites viewers into a humbling observational role, prompting empathy and a sense of responsibility toward vulnerable species. This nurturing imagery transitions seamlessly into **Figure 19**, where the bird takes flight—a dynamic material process symbolizing growth, freedom, and the outcome of care. The coordinated movement of the birds in the sky represents ecological harmony, while the muted monochromatic tones evoke a serene and contemplative mood. The high-angle perspective provides a wide view of the environment, suggesting a broader ecological awareness and the significance of migratory patterns. These frames collectively invite the viewer to reflect on the delicate balance of nature and the vital role of human action in fostering biodiversity and sustainability.

Figure 18. Protecting native wildlife through Saudi Arabia's environmental renewal efforts.

Figure 19. Reviving migratory routes through sustainable conservation.

On contrast to sea and sky, desert asserts itself in **Figures 20** and **21**. **Figure 20**, for example, juxtaposes a human footprint with a tiny insect, representing a relational process between humanity and the natural world. The footprint, a product of human activity, and the insect, a symbol of resilience, highlight the impact of human presence on fragile ecosystems. The sandy, golden hues dominate the color palette, drawing attention to the arid environment. The low angle and close framing emphasize the small scale of the insect, prompting viewers to reflect on their environmental footprint and the need for mindful coexistence. In **Figure 21**, the Arabian oryx herd is a participant in a material process, moving through the huge desert landscape. Their collective motion symbolizes recovery and the success of conservation efforts. Moreover, the open gate is a symbol of life, security and freedom. The sandy browns and whites create a stark contrast, emphasizing the oryx's prominence

in the frame. The wide-angle shot integrates the viewer into the vastness of the desert, underscoring the importance of protecting species in their natural habitats.

Figure 20. Uniting tradition and innovation to protect Saudi Arabia's fragile desert ecosystems.

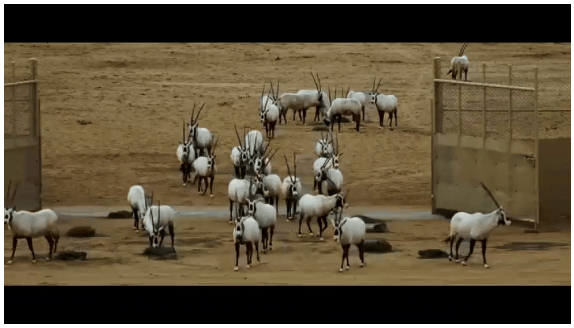

Figure 21. Reemergence of the Arabian oryx through dedicated conservation.

Figure 22 presents the Arabian leopard that indulges in a symbolic process, symbolizing the pinnacle of biodiversity and conservation challenges. The leopard's intense gaze engages the viewer in a relational process, creating a direct and personal connection. The muted, earthy tones of the background contrast with the leopard's spotted coat, making it the most salient element. In this frame, the angle plays a critical role in establishing the Arabian leopard's presence and symbolic importance within the narrative. The eye-level angle creates a sense of equality between the leopard and the viewer, fostering a direct and intimate connection. This perspective eliminates any hierarchical distinction, allowing the viewer to engage with the animal as an equal participant in the ecosystem, rather than as an object of observation. The close framing of the leopard's face emphasizes its individuality, with its piercing gaze drawing the viewer into the scene and evoking a sense of empathy and admiration. By placing the viewer at eye level with the leopard, the frame underscores the shared responsibility humans have in protecting endangered species, reinforcing the interconnectedness between humans and wildlife within the broader ecological framework.

Figure 22. Saudi Arabia's efforts to conserve the critically endangered Arabian leopard.

Figures 23–25 focus on material and symbolic processes. **Figure 23** highlights wind turbines in a desert, representing a material process of generating renewable energy. The spinning turbines symbolize continuous production and the integration of technology with nature. The horizontal vector formed by the turbines leads the viewer deeper into the scene, illustrating the widespread implementation of clean energy. Earthy browns and neutral desert tones contrast with the white turbines, symbolizing modernity against the natural landscape. Natural lighting and high modality enhance the authenticity of SGI's renewable energy initiatives.

Figures 24 and **25** highlight the intersection of sustainability, future generations, and urban development through a mix of material and symbolic processes. In **Figure 24**, the spinning pinwheel, manipulated by a child, serves as both a material process—representing motion and renewable energy—and a symbolic one, reflecting hope and environmental responsibility passed on to future generations. The vivid yellow pinwheel stands out as the most salient element due to its color and central position, forming a circular vector that signifies infinite energy cycles and sustainability. The child's partial facial visibility and vertical gaze vector subtly guide viewers' attention toward the pinwheel, reinforcing the idea that today's energy innovations shape tomorrow's world. The color contrast between the pinwheel and the muted green in the background symbolizes optimism and a bright, sustainable future, while natural lighting enhances the frame's warmth and relatability.

Figure 23. Advancing clean energy in Saudi Arabia's journey toward a carbon-neutral future.

Figure 24. Planting the seeds of renewable energy awareness through the Saudi Green Initiative.

Figure 25. Integrating sustainability into the heart of Saudi cities.

Figure 25 transitions to a broader view, showcasing a material process of urban transformation through the illuminated highways and structured city layout. Converging road vectors lead the eye toward the city's center, symbolizing connectivity and advancement under the Saudi Green Initiative. The horizontal skyline denotes stability, while the diagonal road lines suggest innovation and future-oriented planning. The cool dusk tones—soft blues and oranges—balance tranquility with progress, portraying a vision of growth that harmonizes with nature. The realism of the muted color palette and high modality strengthens the credibility of SGI's urban sustainability goals.

6.2. Section 2: Linguistic Analysis

Through the lens of Stibbe's (2015) framework, 7extracts from the video create a cohesive narrative that aligns the SGI with global aspirations for sustainability. These extracts not only communicate Saudi Arabia's vision but also influence how viewers perceive their responsibility in building a sustainable future.

The extract "Faces of Change" emphasizes identity and collective empowerment by highlighting individual contributions to environmental progress. It personalizes the narrative through the metaphor of active citizens, shifting focus from top-down initiatives to grassroots involvement. The message constructs a positive national identity centered on innovation, resilience, and environmental responsibility.

The phrase "every ambition that results in action is paving the way to net zero emissions" serves as both a metaphor and a strong affirmation, portraying ambition as a driving force behind real environmental progress. It frames change as an ongoing process, with each ambition leading to action and ultimately contributing to Saudi Arabia's goal of net-zero emissions by 2060. The metaphor "paving the way" suggests a purposeful journey toward sustainability, positioning the Kingdom's efforts as both forward-thinking and aligned with global climate goals.

Another powerful metaphor, "our potential to achieve is our power," reinforces the theme of conviction and empowerment. Cognitively, this metaphor equates potential with strength, framing Saudi Arabia's climate initiatives as not only achievable but inevitable. Conceptually, it invites the audience to see unexploited opportunities as sources of power, aligning with the Kingdom's larger narrative of transformation. This metaphor evaluates Saudi Arabia's climate strategy as one driven by confidence and capability, fostering a sense of pride and collective ownership among its citizens. It also underscores the Kingdom's leadership on the global stage, positioning its achievements as a model for others to follow.

The phrase "together their collective effort is helping to deliver real impact" highlights the interconnectedness of action, emphasizing collaboration as a foundational element of success. Cognitively, this metaphor shifts the focus from individual efforts to a unified collective, framing the SGI as a synergistic movement rather than isolated initiatives. This framing evaluates collective action as an indispensable fac-

tor in achieving sustainability, promoting a sense of shared responsibility. Conceptually, it reinforces the notion that global challenges require collective solutions, linking Saudi Arabia's efforts to broader regional and global transformations.

Finally, the statement "nation transformed, a region inspired, a world of hope" encapsulates the overarching narrative of Saudi Arabia's climate efforts. The metaphor of transformation frames Saudi Arabia's actions as a ripple effect, extending beyond its borders to inspire regional collaboration and global optimism. This framing positions the Kingdom as a leader not only in climate action but also in fostering hope and unity in the face of global challenges. Cognitively, it links local achievements with global aspirations, creating a narrative where Saudi Arabia's success becomes a source of inspiration for the world. The evaluation here is explicitly positive, portraying the Kingdom as a beacon of change and a model for sustainable progress.

In the narratives presented, identity and erasure play pivotal roles in shaping the way Saudi Arabia's climate action efforts are portrayed. These elements help create a powerful narrative of empowerment, progress, and transformation, while also raising awareness of what is emphasized and what is left out in the video. Phrases like "faces of change" and "the Kingdom is full of people working to create a better tomorrow" help construct a national identity focused on progress, resilience, and collective responsibility. This identity is inclusive and celebratory, positioning individuals—scientists, conservationists, and ordinary citizens—as key players in the SGI. The frequent use of the word "together" strengthens the notion of unity, linking individual actions to broader national and global goals. This framing portrays Saudi Arabia as a nation not only tackling climate issues but also empowering its people to drive the change.

Metaphors such as "our potential to achieve is our power" extend this identity, portraying Saudi Arabia as a nation of strength and innovation. This sense is amplified by using the third-person possessive pronoun "our," which implies collective ownership and involvement. Furthermore, the metaphor equates potential with capability, fostering confidence in the Kingdom's ability to achieve ambitious goals like net-zero emissions by 2060. This identity is also projected outward through the phrase "nation transformed, a region inspired, a world of hope," which situates Saudi Arabia as a global leader, inspiring regional and international collaboration. The identity constructed here is one of leadership, vision, and moral responsibility, aligning with the Kingdom's aspirations for global recognition in sustainability.

While the video effectively highlights positive elements of Saudi Arabia's climate action, erasure occurs through the selective focus on certain aspects of the story while omitting others. For example, the emphasis on "faces of change" celebrates human agency but largely omits the systemic and structural challenges that may impede progress. This creates a narrative where individual and collective efforts are foregrounded, but larger socio or economic complexities, such as the Kingdom's historical reliance on fossil fuels, are downplayed and erased.

The phrase "every ambition that results in action" celebrates tangible progress but overlooks the potential gaps between ambition and actual implementation. By linking ambition and action as inherently connected, the video risks glossing over the challenges, delays, or obstacles that often accompany large-scale climate initiatives. Additionally, another form of erasure appears in the depiction of the natural world. While the narrative includes references to renewable energy (e.g., wind turbines) and biodiversity (e.g., the Arabian leopard), the emphasis remains largely on human actions and achievements. Non-human participants, such as animals and plants, are portrayed primarily as beneficiaries of these efforts, rather than active agents in the ecosystem. This anthropocentric approach risks diminishing the inherent value and agency of the natural world, presenting it merely as a backdrop for human progress rather than an integral part of the narrative.

The video conveys an ideology of progress and transformation, presenting Saudi Arabia as a nation shifting towards sustainability. Phrases like "nation transformed" and "paving the way to net zero emissions by 2060" suggest a deliberate journey towards modernization, with a focus on renewable energy, conservation, and innovation. This framing reflects the belief that the shift from fossil fuels to sustainable practices is both inevitable and desirable. Additionally, the video emphasizes national pride and leadership, portraying Saudi Arabia as a pioneer in global sustainability efforts. The idea of collective effort, unity, and collaboration is reinforced through phrases like "together their collec-

tive effort is helping to deliver real impact," positioning the Kingdom as a leader inspiring global change. The long-term goal of "net zero emissions by 2060" reflects a commitment to balancing economic development with environmental responsibility, presenting Saudi Arabia as a responsible global citizen while maintaining its developmental sovereignty.

While the narrative celebrates human agency and national transformation, it also reflects an anthropocentric ideology—one that centers human beings as the primary agents of change and frames nature as a resource or beneficiary of human action. For example, the "faces of change" metaphor emphasizes human contributions, while elements of the natural world, such as animals and ecosystems, are portrayed as passive entities that benefit from these efforts. Finally, the video is deeply rooted in an ideology of optimism and hope, as reflected in phrases like "a world of hope" and "creating a better tomorrow." This framing suggests that meaningful progress is achievable and that Saudi Arabia's actions are part of a larger, hopeful vision for the planet. The emphasis on "real impact" and "ambition resulting in action" reinforces the belief that tangible, measurable progress is not only possible but already underway. This optimistic ideology serves to inspire confidence in the SGI and its goals, motivating both national and international audiences to view Saudi Arabia as a partner in global sustainability efforts.

6.3. 6.3. Section Three: Music Analysis

The music in the video Championing Climate Action significantly enhances the emotional impact of the visuals and language. It acts as a unifying auditory element, seamlessly blending with the imagery and discourse to strengthen the narrative on environmental sustainability. The music starts with soft, contemplative tones to reflect the gravity of climate challenges, then shifts to uplifting, motivational rhythms symbolizing hope, progress, and collective action. This shift in music aligns with changes in the video's color scheme, transitioning from dark hues reflecting urgency to lighter tones symbolizing hope and optimism. The synchronized visual and auditory changes reinforce the narrative of moving from crisis to solutions.

The linguistic elements, such as phrases like "faces of change", "together their collective effort is helping to deliver real impact," and "paving the way to net zero emissions by 2060," are paired with shifts in the music to underscore their meaning. For instance, when the narrative focuses on ambition and action, the music transitions to more dynamic and inspiring crescendos, reinforcing the themes of empowerment and forward momentum. These auditory cues enhance the conviction behind the linguistic metaphors, making them resonate more deeply with the audience.

The music in Championing Climate Action complements the imagery by aligning with its mood and rhythm. During scenes featuring wind turbines, children with pinwheels, or the Arabian leopard, the music creates harmony between nature, human action, and technological advancement. Calm, optimistic tones enhance scenes of biodiversity conservation, like coral reefs and nesting birds, fostering a sense of serenity and connection to nature. More energetic music accompanies scenes of urban development or renewable energy, symbolizing progress and innovation. Overall, music serves as an emotional bridge, connecting the visuals of sustainability with the narrative of collective responsibility.

Overall, the music is not merely a background element but an active mode in the multimodal narrative. It reinforces the linguistic metaphors, such as "our potential to achieve is our power," by evoking emotions that align with the message of empowerment and hope. It also complements the visual elements by creating an immersive experience that captures the audience's attention and deepens their engagement. Together, the music, linguistic choices, and visual imagery create a cohesive and impactful narrative that effectively communicates the goals of the Saudi Green Initiative and inspires awareness and action.

7. Conclusion and Future Research Paths

The Saudi Green Initiative (SGI) video uses a diverse set of multimodal strategies—visuals, sound, and language—to create engaging narratives that promote environmental sustainability. By blending impactful imagery with linguistic elements shaped by metaphors, ideologies, and a framing of Saudi cultural heritage within a global environmental framework, the video effectively conveys its message. It fosters a sense of collective responsibility, encouraging engagement and action from Saudi citizens toward sus-

tainability.

The visual elements in the SGI video are powerful in raising awareness about environmental sustainability by connecting abstract concepts to tangible visuals. The imagery, such as wind turbines in the desert and a child holding a spinning pinwheel, serves as metaphors for renewable energy and intergenerational responsibility, inviting viewers to feel personally involved in the solution. The featured "faces of change" — scientists, conservationists, and everyday citizens — embody a collective national identity centered on empowerment and agency. This personalization of environmental action makes the message more accessible, forging a stronger emotional connection with the audience.

When it comes to the first question, I conclude that the video from SGI employs a multimodal approach that skillfully combines visual, auditory, and linguistic elements to create cohesive and compelling narratives. Visual imagery, such as the vibrant coral reefs, nesting birds, and urban landscapes at dusk, uses high salience, framing, and color saturation to draw attention to key elements that symbolize both the fragility and potential of the environment. These visuals are supported by auditory elements, such as uplifting background music and ambient sounds, which evoke optimism and urgency, enhancing the emotional resonance of the narrative. As an answer to the second question, the linguistic choices in the videos play a crucial role in reinforcing the visual messaging. Furthermore, the video emphasizes agency, where human actions are central to achieving environmental goals, while also framing Saudi Arabia as a global leader in sustainability. The conviction in phrases like "every ambition that results in action" and "our potential to achieve is our power" inspires confidence and fosters a sense of urgency, encouraging viewers to see their efforts as integral to the success of the initiative. Using multiple metaphors, the videos construct an ideology of progress, unity, and leadership and this fosters a collective national identity rooted in environmental stewardship, while also aligning Saudi Arabia's cultural heritage with global sustainability goals.

Finally, the video skillfully navigates and integrate Saudi Arabia's cultural heritage with the global environmental agenda to establish resonance with local audiences. The depiction of traditional elements, such as the Arabian leopard, the Arabian oryx, and the use of traditional attire in desert landscapes, connects the narrative to the Kingdom's historical roots. This cultural framing positions environmental sustainability not as an external or imposed value but as a continuation of Saudi Arabia's intrinsic relationship with its land and resources. At the same time, the video aligns these cultural elements with global environmental priorities, such as achieving net-zero emissions by 2060, renewable energy development, and biodiversity conservation. The inclusion of cutting-edge technologies, such as wind turbines and modern urban planning, reflects Saudi Arabia's commitment to being a global leader in sustainability. By balancing local identity with international aspirations, the narrative fosters a sense of pride among Saudi citizens while positioning the Kingdom as a responsible and innovative actor on the world stage. Thus, by presenting sustainability as both a cultural value and a global priority, the videos establish a narrative of transformation, showing that "every ambition that results in action " can lead to a "nation transformed, a region inspired, and a world of hope."

A potential direction for future research could explore the impact of multimodal environmental messages on different demographic groups within Saudi Arabia, such as age, education level, and urban versus rural populations. Further studies could examine how these groups interpret and engage with the SGI's multimodal strategies and whether their responses lead to measurable behavioral changes toward sustainability. Additionally, future research could analyze the effectiveness of multimodal communication in similar environmental initiatives across different cultures, comparing the strategies employed and their influence on public perception and action.

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