
Research Article

A Comparative Critical Discourse Analysis of Greta Thunberg and Gina Lopez's Speeches

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ABSTRACT

Language use in activism is essential to discussing social problems and issues. In recent years, activism and social movements have been prevalent and crucial in discussing issues that society is experiencing. Environmental activists Greta Thunberg and Gina Lopez are notable for their contributions to advocating for environmental protection and preservation. Engaging themselves in public appearances, both activists aim to get the attention of different organizations, leaders, and people around the globe to acquire social change and awareness. Hence, incorporating comparative Critical Discourse Analysis through Fairclough's Three-dimensional model, analyzing the mood choices, and extracting the ideologies, this study sought to compare the speeches of activists, analyzing the linguistic features and deriving the ideologies to understand better how these activists use language and power to inform and persuade people about the environmental crisis. Consequently, the result shows that the dominant mood is declarative statements, followed by interrogative and imperative. The functions of vocatives in the speeches are to call/summon and to address. The underlying ideologies found are strength and power in emotions and words, credibility through knowledge building, directness in words and actions, role of emotions and values in environmental justice, power of connections and communities, and help of knowledge and information, which encompass the speeches of the activists towards the environmental crisis.

Keywords: *Environmental activism, speeches, Greta Thunberg, Gina Lopez, critical discourse analysis*

Introduction

Language is an essential tool in communication, where the ability to persuade, inform, and exchange information is possible. In activism, language is used to hone the ability of activists to fight for their rights and to motivate, enlighten, and educate the people about different issues ("The Roles Of Language In Activism In The Philippine Setting"). Through protests,

rallies, and public meetings, social activism is vital in raising awareness of society's social issues (Anderson & Herr, 2017). In this manner, conversations address issues prevailing within society, getting the attention of different organizations, leaders, and communities of people to stand together and find solutions to achieve social change.

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According to the United Nations Environment Programme, nature is experiencing dangerous loss and damage. It is estimated that 75% of the land surface has been destroyed, and around 85% of wetland areas have been altered because of human activity; an estimated 3.2 billion people will be affected by this destruction. Hence, during the World Economic Forum in 2017, a survey reported that the greatest issue affecting the world today is climate change (Loudenback-Jackson), where the weather drastically changes from its normal state, causing environmental damage. In addition, climate change is not just a case of environmental issues, but rather it is deeply intertwined with global patterns of inequalities ("Social Dimensions of Climate Change"); this is to say that climate change also reveals social and economic disparities; wherein this does not affect everyone the same way but rather the most affected by this are the marginalized and voiceless people living under poverty.

In the need for social change in environmental issues, activists use their power to create awareness through protests and speeches. Often, activists employ different tactics for their causes to be heard. These include calling out and putting direct pressure on various organizations, political leaders, policymakers, and even the general public to take action. In the past years, extreme and violent climate protests have been rampant, causing chaos, disrupting and damaging property, and undertaking violence just for the cause to get attention (Simpson et al., 2022). Common debate for social movements has been the way some activists spread their messages out the public; instigating force through their language and actions to get the attention of the people negates the cause they are trying to spread, it only hurts the positive cause, lessens support, and is considered counterproductive (Pote, 2023).

Environmental activists Greta Thunberg and Gina Lopez are notable for their contributions to advocating for environmental protection and preservation. Greta Thunberg, a 21-year-old Swedish student-activist, is known for her courage in challenging and urging world leaders to take immediate action on climate change. She has been an inspiration and the voice of many youths to take action on protecting the environment (Volunteer FDIP,

2023). Gina Lopez, a 65-year-old Filipino environmentalist, is the former Secretary of the Philippines' Department of Environment and Natural Resources. She has been an activist for 15 years and served her duty in protecting the environment against destructive mining and harmful industrial practices (Morlin-Yro, 2019). With this, Greta Thunberg and Gina Lopez came from different socio-political backgrounds. They engage in public speaking and appearances to raise awareness through inspirational speeches to inform and persuade the public.

Public speaking is maintaining connections and relationships between the speaker and the audience. In other words, language plays a role in building social relations and maintains the roles of the participants in the communication process (Halliday & Matthiessen, 2004). As Halliday stated, the interpersonal function of language is that it is a form of interactive process that involves the speaker and the audience. It enables the speaker and the audience to cooperate, negotiate, and form bonds. Also, the interpersonal function of language reveals the speaker's identity and status and shows one's attitudes towards certain situations (Zheng & Shanxi, 2019); these are best shown in the way mood and vocatives are used within the discourse.

Accordingly, a study done by Rahmawati and Suprijadi (2021) analyzing the interpersonal meaning of the mood system present in the speech of the K-pop group BTS (Bangtan Boys) at the United Nations significantly finds that mood types shape the communicational ability of the speaker to convey meaning, effectively deliver the speaker's message, engage the audience, and build interpersonal meaning. The study reveals that declarative mood types are dominant as the speech focuses on making statements and delivering information, the speech centered around instructions and motivation, and engaging the audience through questions and commands, further emphasizing that mood types build interpersonal dynamics between the speaker and the audience. Moreover, the case study of Feng and Liu (2010), which analyzes Barack Obama's speech, focuses on how interpersonal meaning is realized through analyzing the mood system, modal auxiliary, tense, and

personal pronouns. The study's findings reveal that the declarative mood positions Obama as the information processor and deliverer; the modal auxiliaries present Obama's opinions and attitudes toward the issues. Overall, the study concluded that linguistic choices help the speaker build rapport with the audience and enable the speaker to convey the intended message.

Furthermore, the study by Luthfiyati et al. (2023) examines the mood system of Joe Biden's speech on COVID-19. The results of the study show that declarative mood signifies straightforward facts and opinions, interrogative mood helps prompt response and engage listeners in the speech, and imperative mood shows authoritative control and power through issuing commands and order, concluding that comprehending the roles of the mood system better helps in understanding the speaker's personality and judgment towards different subjects. In addition, the study of Jaworski and Galasinski (2000) explores the use of vocative address forms in political debates and how it reinforces ideological positions. The findings show that vocative address forms are used to strategically strengthen and gain legitimacy with the ideologies employed by politicians in political debates. Politicians use these as calls and addresses; the speaker does not use vocatives to attract the addressee's attention but to build an interpersonal space between them. Correspondingly, in the study of Al-Aadili (2018) about the linguistic nature of preaching, vocatives are highlighted as an essential linguistic element used in religious preaching. The findings reveal that by using vocatives, speakers in preaching aim to engage their audience directly, and it helps create a sense of urgency, sincerity, and personal connection between the speaker and the listeners, enhancing the effectiveness of the preaching act.

Numerous studies have been conducted concerning mood and vocatives in political speeches and other text forms. However, there is a scarcity when examining activists' discourses and utterances, especially with their relevance to different social issues that the world is continuously experiencing today. Hence, linguistic strategies like incorporating mood and vocatives best reveal how speakers

establish connections, rapport, and bond with their audience. They show their attitude and stance towards certain subjects, specifically in strategically discussing and negotiating solutions to environmental issues that Thunberg and Lopez advocated. In doing so, this study explored how these two activists employ moods that show the role they assign in their speeches and how they select the role of their audience in these speeches (Zheng & Shanxi, 2019); these linguistic roles include offer, statement, command, and question. The study also explored how vocatives are utilized in speeches, as these are used to address the audience and show how the speaker establishes superior status and power towards the audience (Halliday, n.d.). Finally, these two activists' hidden ideologies in their speeches were drawn using van Dijk's concept of ideologies.

In this study, the researchers formulated the following research questions: (1) What dominant mood choices are present in the speeches of Greta Thunberg and Gina Lopez? (2) What are the functions of the vocatives in the speeches? and (3) What ideologies are suggested by the environment-related speeches of these two activists?

The voices of inspirational activists like Greta Thunberg and Gina Lopez have emerged as powerful forces in the discourse of environmental activism, echoing the urgency of addressing these pressing issues (Smith, 2020). For the activists and public speakers, the study can be beneficial. It can be used as a guide for the different linguistic features and strategies employed to reinforce the language use, message, and advocacy. For linguists, as it sheds light on how language and power play a significant role in environmental discourses, this study helps create alternative analytical frameworks for discourse analysis by pointing out successful language techniques and strategies; this research advances the knowledge and helps in understanding how language and power interplay in the success of environmental activism. Meanwhile, media outlets can use the study to raise awareness of the issues discussed in various audiences and disseminate information about environmental issues. For the academe, this research helps create creative, analytical frameworks for discourse analysis; it is possible to develop new

methodologies, approaches, and ways of comprehending how discourse influences environmental narratives. Lastly, for the research sectors and future researchers, future studies in a variety of domains will be able to benefit from the corpus of speeches and the analysis by undertaking additional research into relevant subjects; the study can be a basis for future related studies relating to environmental activism, and the future researchers can further improve the results.

In addition, in comparing the speeches of both activists comprehensively, this study will employ the following theories as the basis of the analysis. The Three-Dimensional Model by Norman Fairclough (1989;1995) for Critical Discourse Analysis is a framework used to analyze the relationship between language and social structures. Fairclough generally claims that discourse is a social practice. This model in analyzing discourse provides a systematic approach to understanding how language produces power dynamics and reveals social inequalities (Fairclough, 1992). In this model, three dimensions are identified: discourse as text, discourse as discursive practice, and discourse as social practice; each of these dimensions requires a different kind of analysis: (a) description, (b) interpretation, and (c) explanation. The first dimension discusses the analysis of linguistic features within a text: word choices, devices, metaphor usage, linguistic patterns, discourse markers, etc. The text level understands how linguistic choices contribute to meaning formation and representation within the text. The second dimension explores a broader explanation of how text is produced, distributed, and consumed. This involves how social, political, and cultural norms influence the creation of the text. Lastly, the third dimension examines how language influences social structures and power dynamics and social implications on how language contributes to challenging existing power structures and ideologies (Rogers et al., 2005).

Consequently, in identifying the linguistic features of these speeches, mood types, and vocatives are used to understand better how interpersonal relationships and attitudes toward environmental crises are shown. According to Halliday and Matthiessen (2004), mood is a system of the clause, not of the verbal

group or the verb; subject and finite are closely linked together and combined to form one constituent. A mood system is defined as a choice between the different roles that a speaker can choose. In the study by Opuko et al. (2022), mood types are identified as declarative, interrogative, imperative, and vocative. Declarative is defined as a mood that provides data or constructs proclamations; this functions as providing statements.

Further, affirmative declarative clauses are straightforward claims that show accurate meanings, while negative declarative clauses typically express a negative statement, which may show a force of rejection and negation (Downing & Locke, 2006). Additionally, interrogative as a mood has interpersonal meaning; this is the mood for requesting information. Polar questioning is a form of a question that contains and requests a 'yes' or 'no' answer, whereas WH-interrogative is a form of a content question that requires the recipient to give their views (Downing & Locke, 2006). Furthermore, interrogative discourse provides turn-taking; when a speaker uses this mood, it converts the conversation from the speaker to the receiver/audience (Opuko et al., 2022). Moreover, imperative mood is used in issuing authoritative commands (Palmer, 2001). A speaker uses this mood to make demands and evoke actions from the hearer/audience. Lastly, in using vocatives, the speaker intends to find a specific audience; that is, vocatives are used as appellations to address its audience and call for an audience. Moreover, vocatives encompass the ability of the speaker to claim a bigger position and be in authority over their audience, which also creates interpersonal relationships between the speaker and the audience (Halliday & Matthiessen, 2004).

In understanding the hidden ideologies present in these speeches, van Dijk's concept of ideologies will be used to draw explanations on Thunberg and Lopez's perspective towards the climate crisis and environmental issues. As van Dijk stated, ideologies are ideas and are considered a belief system of a particular group of people; these are acquired, spread, and reproduced in any form of discourse, text, or talk (van Dijk, 1995). According to van Dijk, ideologies frequently govern a social group's thinking, which indicates the fundamental

social traits of the group based on its identities, aims, norms, values, viewpoints, and responses to opposing views. van Dijk asserts that social cognition is a system of shared sociocultural knowledge among a particular group, community, or culture members. Moreover, ideology represents the discursiveness that enables interaction in the correspondence of social obligations and thinking. Ideologies are specific methods of portraying and building a society that reproduces unequal power relations (8). Also, the concept of ideology is not limited to the representation of social reality; it rather expresses social identity and how ideas are organized together. Additionally, it reveals ideas influenced by social norms and cultural factors (Gyawali, 2020).

Method

This section focuses on the methods that the study employed. Performing it scientifically ensures that it adhered to the standard and appropriate procedure. Therefore, this part provides useful information on the study research design, corpus, data collection procedure, and ethical considerations.

Research Design

The researchers used a qualitative research design to gain an in-depth understanding of the research matter. A qualitative research design gathers and evaluates non-numerical data to comprehend notions, views, or experiences better. It can gain in-depth insights into a dilemma or produce new research initiatives. Moreover, this research design is widely employed in the humanities and social sciences, including anthropology, sociology, education, medical sciences, history, and many others (Bhandari, 2022). The qualitative research approach is well-suited for doing a Critical Discourse Analysis of the speeches of Greta Thunberg and Gina Lopez about environmental activism. Qualitative research allows the researchers to fully understand a subject from people's points of view and delve into real-world problems (Tenny et al., 2022). The core of the qualitative research approach asks open-ended questions and is not linear like quantitative design. It also can explain processes and patterns in the behavior of individuals that cannot be quantified. This research design is well-suited to this study to expound

the study's objectives better and answer the related research questions as it aims to answer the hows and why questions. Moreover, critical discourse analysis (CDA) is employed in this study. CDA as a method for comparative analysis is applicable since its goal is to examine how language, power, and ideology are related. Language usage helps discern how ideologies influence language and how language responds to ideologies in the speeches (Fairclough, 1992); CDA aims to systematically question the links between discursive practices and social structure and between process and relations. Using CDA in the analysis can be done by applying Fairclough's three-dimensional framework, which involves unraveling the speech's textual, discursive, and social contexts.

Research Corpus

In acquiring the corpus for this study, the speeches of Greta Thunberg, a Swedish environmental activist, and Gina Lopez, a Filipino environmental activist, served as the main data analyzed. The researchers collected a total of four speeches found on YouTube, consisting of two speeches from each activist; these speeches' duration varies from five minutes up to 25 minutes in length. Specifically, the researchers deliberately chose the activists above from different geographical backgrounds and age groups to better compare the differences between their speeches, their discursive strategies/tactics, power relations, and ideological perspectives towards the climate crisis and environmental issues. Using environment-related speeches as a corpus in Critical Discourse Analysis was crucial as it provided a significant understanding of the speeches' power relations, ideologies, and social dynamics.

Research Procedure

In the quest to answer the research questions, this section presents the procedure of this study, which involves several steps. First, the researchers utilized an AI-powered transcription tool, specifically Vizard AI Transcription, to transcribe the speeches of Greta Thunberg and Gina Lopez, and the researchers examined the transcripts thoroughly for its structure and accuracy. Next, the researchers

employed Fairclough's Three-Dimensional Model as the theoretical framework to unravel the underlying linguistic features, power dynamics, ideologies, and social and cultural structures in the speeches of the two activists regarding environmental activism. The researchers then analyzed the mood choices and examined the functions of vocatives in Thunberg and Lopez's speeches. Lastly, the findings were presented, and a discussion of the research questions was answered based on the theoretical framework utilized in this study.

Ethical Considerations

The research was a corpus-based study, and by that, researchers underwent stages throughout the research process. As the researchers needed to obtain corpora from online platforms, researchers observed the ethical standards and protocols inherent in a qualitative approach. Furthermore, the researchers ensured that upon selecting the corpora, using public speeches from public platforms was permissible, respecting speakers' privacy and consent (Govil, 2013). Selection of all corpora strictly conformed to fair use

Table 1.
Summary of Moods and Vocatives

		GINA LOPEZ			GRETA THUNBERG			
		SPEECH 1	SPEECH 2	AVG	SPEECH 1	SPEECH 2	AVG	
MOOD	DECLARATIVE	Affirmative Declarative	81%	67%	74%	86%	66%	76%
		Negative Declarative	11%	10%	10.5%	11%	20%	15.5%
	INTERROGATIVE	Polar Questioning	0.005%	0.06%	0.03%	0	0	0
		WH-Interrogative	0.06%	11%	5.53%	0.03%	0.06%	0.05%
	IMPERATIVE		0.04%	0.09%	0.07%	0	0.05%	0.02%
	VOCATIVE			12	8		7	2

The findings of Gina Lopez and Greta Thunberg's speeches, as displayed in Table 1, indicate that these climate activists had similar outcomes, not in precise numbers but in the frequency of mood and vocatives employed. However, there must be differences in the outcomes since the two activists have different backgrounds, cultures, economic origins, political views, and age groups that affect how

guidelines, and copyright laws in the Philippine setting. Researchers prioritized transparency and unambiguous attribution of the data sources throughout the research process. Following the successful data collection, researchers ethically used an AI tool for transcription integrating accuracy, and after that, researchers carefully cross-examined the data, interpreted, and analyzed them.

Results And Discussion

This section presents the results and analyzes Gina Lopez and Greta Thunberg's speeches. Each speech is analyzed based on the identified moods and vocatives.

Dominant Moods and Vocatives

In doing the analysis, four speeches were collected and transcribed; two speeches from each activist were examined. Subsequently, in identifying the mood and vocatives, the researchers thoroughly analyzed each clause from the speeches, and the overall results are summarized in Table 1.

moods and vocatives are employed in the respective speeches.

Declarative

The declarative mood is evident in the speeches of both Greta Thunberg and Gina Lopez. According to Ismi (2023), the function of declarative mood is a statement; consequently, its speech role is to give information.

Table 2.
Summary of Declarative Clauses

MOOD	DECLARATIVE		GINA LOPEZ			GRETA THUNBERG		
			SPEECH 1	SPEECH 2	AVG	SPEECH 1	SPEECH 2	AVG
		Affirmative Declarative	81%	67%	74%	86%	66%	76%
		Negative Declarative	11%	10%	10.5%	11%	20%	15.5%

Declarative statements from Gina Lopez's speeches manifested as the dominant mood in her speeches. In Speech 1, 81% of the clauses are affirmative declarative, and in Speech 2, 67% are affirmative declarative; making it obtain a total average of 74% of affirmative declarative clauses. Additionally, the negative declarative clauses in Speech 1 are 11% while there is 10% for Speech 2, amounting to an average of 10.5% of overall negative declarative clauses.

Furthermore, Greta Thunberg's speeches are also dominated by declarative statements, whereas Speech 1 manifested 86% affirmative declarative clauses and Speech 2 66% of affirmative declarative clauses, averaging to 76% of affirmative declarative clauses. For the negative declarative clauses, Speech 1 has 11% while Speech 2 has 20%, averaging to 15.5% of overall negative declarative clauses.

Table 3.
Declarative Statements

		Sample Line
DECLARATIVE	Affirmative Declarative	<p><i>"The key to genuine economic growth which must result in social justice, the key and the foundation is love. That's what I really believe in, it's love."</i></p> <p>LOPEZ-SPEECH1, P2, L11-12</p> <p><i>"I will work together with you and together with the board and we will all, all of us. We will continue to work together."</i></p> <p>LOPEZ-SPEECH1, P9, L125-126</p> <p><i>"We are in the beginning of a mass extinction, and all you can talk about is money and fairy tales of eternal economic growth."</i></p> <p>THUNBERG-SPEECH1, P1, L5-6</p>
	Negative Declarative	<p><i>"....and you are still not mature enough to tell it like it is."</i></p> <p>THUNBERG-SPEECH1.P3.L28-29</p> <p><i>"....this is not leadership, this is not leading,..."</i></p> <p>THUNBERG-SPEECH2, P2, L19-20</p> <p><i>"....if people don't care, if people don't care, that money is not going to be well used."</i></p> <p>LOPEZ-SPEECH2, P1, L4-5</p>

Table 3 shows sample lines extracted from Speeches 1 and 2 of both Lopez and Thunberg. The declarative statements from both activists display assertions of giving information. According to Butt et al. (2003), when speakers and writers give information to the readers and listeners, information is usually made up of statements. Moreover, in clauses giving information, the placement of the subject is before the finite in the mood system; when a sentence is composed of a subject followed by a finite, it is considered a declarative since it produces a statement.

speeches is declarative. Considering that both activists' primary purpose in providing their speeches is to provide information and explicitly express their opinion about the severity of the state of the environment, then it is safe to say that their speeches are dominated by declarative statements (Feng & Liu, 2010). Furthermore, the dominant use of declarative statements also manifests the relationship of Lopez and Thunberg with their audiences. According to Ivanic and Camps (2015), using declarative mood indicates that the presenters of information have an equal level with the recipient. This is to say that when Lopez and Thunberg delivered their respective speeches, the

audience had the same position as the activists. In this case, they had the same objectives and goals in solving the environmental crisis. Consequently, this further signifies that the speaker (Lopez and Thunberg) and the listener (audience) are in an indirect relationship, wherein Lopez and Thunberg are the information providers; and the audience is the information recipient (Luthfiyat et al., 2023).

Table 4.

Summary of Interrogative Clauses

MOOD	INTERROGATIVE		GINA LOPEZ			GRETA THUNBERG		
			SPEECH 1	SPEECH 2	AVG	SPEECH 1	SPEECH 2	AVG
		Polar Questioning	0.005%	0.06%	0.03%	0	0	0
		WH-Interrogative	0.06%	11%	5.53%	0.03%	0.06%	0.05%

Gina Lopez's Speech 1 displays a 0.005% clause of polar questioning and a 0.06% clause in her Speech 2, with an average of 0.03% of polar questioning clauses. Moreover, in Speech 1, there is a 0.06% clause of WH-interrogative and an 11% clause of WH-interrogative in Speech 2, averaging to 5.53% clauses of WH-

Table 5.

Interrogative Statements

		Sample Line
INTERROGATIVE	Polar Questioning	"Do we put at risk our rivers and streams, so that a few people who are already very rich want to make more money?" LOPEZ-SPEECH2, P9, L140-141
		"Is that love?" LOPEZ-SPEECH2, P3, L25
		"Do we nurture this?" LOPEZ-SPEECH2, P9, L137
	WH-Interrogative	"How dare you pretend that this can be sold with just 'business as usual' and some technical solutions?" THUNBERG-SPEECH1, P2, L23-24
		"How do you respond to the fact that basically nothing is being done about this without feeling the slightest bit of anger?" THUNBERG-SPEECH2, P1, L8-9
		"Why is it so important to stay below 1.5 degrees?" LOPEZ-SPEECH2, P1, L1

Table 5 presents the extracted interrogative statements from Speeches 1 and 2 of both Lopez and Thunberg. The identified interrogative statements are based on polar and WH-interrogative. As stated by Halliday, the function of an interrogative is to ask a question and request an answer. In addition, polarity is a question that can be answered by a 'yes or no' response, while WH is a question that requires the opinion and the receiver's position.

Interrogative

The nature of the interrogative as a mood, according to Ismi (2023), is that it functions as a form of a question; with this, as it is being employed in discourses, its speech role is demanding information.

interrogatives. In addition, Greta Thunberg's Speeches 1 and 2 do not contain any clause of polar questioning; however, Speech 1 displayed 0.03% clause of WH-interrogative and 0.06% clause for her Speech 2, averaging to 0.05% clause of WH-interrogative.

The overall result of interrogative statements is more evident in Gina Lopez's speeches than in Greta Thunberg's speeches. This suggests that Lopez's speeches evoke more questioning to get the audience engaged in the speech (Eggin & Slade, 2004). By asking the audience questions, Lopez and Thunberg are not directly looking for an answer but are wanting the audience to introspect and think about the severity of the issues being discussed. Moreover, the evident use of

interrogative mood in Lopez's speeches is also heavily influenced by how many years she has been an activist. Gina Lopez is an environmentalist and philanthropist; she has involved herself with different civic duties, worked with government organizations and NGOs, and became the DENR Secretary (Loftus-Farren, 2018), wherein in these years she was exposed to statistical data regarding the state of the environment which was evident in her speeches presenting diverse data, thus her questioning of the audience regarding such data. Consequently, the nature of Lopez's speeches appear to be negotiating with the audience, as it is

apparent that she included interrogative statements to engage and negotiate (Eggins & Slade, 2004) with the audience by asking them questions regarding the state of the climate crisis.

Imperative

Gina Lopez's Speech 1 contained 0.04% clauses of imperative statements; her Speech 2 has 0.09% imperative clauses, averaging to 0.07% of imperative clauses. In contrast, Greta Thunberg's Speech 1 contained no imperative clauses, while her Speech 2 contained 0.05% imperative statements, averaging to only 0.02% of imperative statements.

Table 6.
Imperative Statements

	Sample Line
	"...look what happens in the Philippines...."
	LOPEZ-SPEECH1, P8, L95
	"Go to your heart..."
	LOPEZ-SPEECH2, P3, L21
IMPERATIVE	"This is what I want you to focus on"
	THUNBERG-SPEECH2, P1, L6
	"So please tell me...."
	THUNBERG-SPEECH2, P1, L6
	"...we need to keep the carbon in the ground."
	THUNBERG-SPEECH2, P3, L36

Table 6 shows sample imperative statements from Lopez and Thunberg's Speeches 1 and 2. When a speaker demands the listener to act upon something, giving of orders and commands are employed (Butt et al., 2003). Additionally, according to León (2004), imperative mood is the apparent manifestation that influences an individual's behavior. Furthermore, by issuing commands, a speaker can persuade the listener to comply with the speaker's desires.

The imperative statements are used in both Gina Lopez and Greta Thunberg's speeches. However, Lopez frequently utilizes the imperative mood in her speeches, though the percentage is significantly close for both the activists. Generally, the use of imperative is to demand someone to do or to act upon something (Halliday; Butt et al., 2003; Eggins & Slade, 2004); in the context of both activists' speeches, it simply shows that both activists want people to do something to the issues of the climate crisis by demanding and requesting them to act and find solutions. Furthermore, Lopez more frequently employs an

imperative mood compared to Thunberg. This has to do with the status both have. According to Fareh (2008), for the communication process to be successful, there must be conditions to be considered; i.e., the speaker must be in the position where they are entitled to issue an order to the hearer, for instance having a superior status. Additionally, the role, age, and gender of the interlocutors are also to be considered in this context; this is to say that Lopez uses more imperative mood because she has superior status as the DENR Secretary and her age in comparison to Thunberg; the usage of imperative mood further positions Lopez to be in power over the addressee/audience (Eggins & Slade, 2004). With this, Lopez is more obligated, has the authority, and is in a position to request people to do something about the climate crisis because of her status as DENR Secretary.

Vocatives

Speech 1 of Gina Lopez has 12 vocatives, and Speech 2 has eight vocatives. For Greta Thunberg's Speech 1, seven vocatives were found, and two vocatives for her Speech 2.

Table 7 presents sample vocatives used by Lopez and Thunberg in their speeches. The variation of vocative use signifies that both activists use the direct address to the listener

(Butt et al., 2003) and include and involve the addressee in the communication exchange (Opuko et al., 2022).

Table 7.
Sample Vocatives

ACTIVIST	SPEECH	VOCATIVE
Gina Lopez	Speech 1	you know
		Like all of you here
	Speech 2	thank you all
		we millennials
Greta Thunberg	Speech 1	you know
		boy
		My God
	Speech 2	young people for hope
		you
		How dare you
Speech 2	I'm telling you	
	the people	

Results show that Gina Lopez and Greta Thunberg utilize vocatives in their speeches. As presented in Table 4, the vocatives employed by Lopez and Thunberg, such as directly calling someone's name, using proper nouns, using honorifics and titles, are not the traditional vocatives. This is to say that the vocative use of these activists is rather unconventional. The usage of vocatives, however, is not only employed to address a specific individual/audience but also to call someone to get and draw someone's attention, call somebody, to alert, to warn, and to threaten (Stavrou, 2014; Zwicky, 1974). This is also considering that Lopez and Thunberg's purpose is to let people know and be aware of the state of the environment and the climate crisis. It is only fitting that these vocatives emphasize the severity of the climate crisis by calling out people to warn, threaten, and alert them. Furthermore, there are at least two functions of vocatives: to call/summon, which catches the addressee's attention, and to address, which maintains/emphasizes the contact between the speaker and addressee (Zwicky, 1974; Stavrou, 2014; Schaden, 2009). For instance, the vocatives: *boy*, *My God*, *How dare you*, and *I'm telling you*, in the speeches of both activists function as a calling, as it tries to catch the audience's attention towards the activists' speeches. While the usage of vocatives *like all of you here*, *thank you all*, *we millennials*, *young*

people for hope, and *the people* are functioning as addressing, as it maintains the contact between Lopez and Thunberg towards the audiences. Ultimately, utilizing vocatives in Lopez and Thunberg's speeches is a manifestation of power, solidarity, and face-threatening acts (Stavrou, 2014) and further expresses attitude, formality, status, intimacy, and the relationship of the speaker and the addressee, and a way for the speaker to characterize themselves to the addressee (Zwicky, 1974).

With all the moods and vocatives identified in both Greta Thunberg and Gina Lopez's speeches, it is evident that both have different outcomes. Regarding declarative mood, both activists' speeches are dominated by declarative statements; however, Gina Lopez still manifested more declarative statements than Greta Thunberg. With the interrogative and imperative mood, Gina Lopez's speeches still displayed more interrogative and imperative statements than Greta Thunberg's. Finally, with the vocative usage, Lopez employed more in her speeches than Thunberg. These results indicate a difference in their discourses, especially their linguistic features. Considering that Gina Lopez is a 65-year-old Filipino environmentalist, a former Secretary of DENR, has been an activist for 15 years, and organized different projects and programs (Mongabay, 2019), while Greta Thunberg is a 20-year-old Swedish student who started a climate strike at 15 years old and was recognized by the

United Nations (Volunteer FDIP, 2023), it is then apparent that there are differences with these activists' experiences, background, culture, age group, and sociopolitical status; this is to say that the differences of their speeches, specifically with the language use, is a reflection of their unique and contrasting backgrounds.

Ideologies in the Speeches

According to van Dijk (1995), ideologies are ideas and belief systems that govern a social group's thinking and indicate the fundamental social traits based on identities, aims, norms, values, and viewpoints. Hence, in understanding the hidden ideologies in these speeches, van Dijk's concept of ideologies explains Thunberg and Lopez's perspective on the climate crisis and environmental issues.

Gina Lopez

Regina "Gina" Paz Lopez is a well-known Filipino environmentalist and philanthropist who advocated for children and education, environmental protection, health, and wellness. Lopez was the former Chairperson of ABS-CBN Lingkod Kapamilya Foundation and Pasig River Rehabilitation Commission; she initiated the Bantay Bata 163 for child welfare program, produced the educational television show *Sineskwela*, became the former DENR Secretary, initiated various programs and projects, and worked with different organizations (Development Academy of the Philippines, 2024). Lopez was also notable for her civic duties and contributions, pioneering essential projects in the Philippines, and was rightfully awarded various awards, such as United Nations Grant Awardee, International Public Relations Award of Excellence for the Environment, Manilans Award for the Environment, UNESCO Kalinga Award, and Seacology Prize (Mongabay, 2019).

Role of Emotions and Values in Environmental Justice. Incorporating emotions and values encapsulates the two speeches of Gina Lopez in giving awareness about the environment, where it tries to capture the audiences' attention towards the condition of the environment and the severity of the climate crisis. Lopez shares her reflections and realizations in these speeches by skillfully including love,

care, empathy, compassion, and sensitivity toward nature and the environment.

"...no matter what economic theory, no matter how many scientists you have, no matter what you have, if it's not based on a deep foundation of caring and empathy, it's just not gonna work, we've done it you know."

SPEECH1-P1-L8-10

"...that force of love is what's going to connect all of us and the planet, and we will win."

SPEECH1-P3-l41-42

"The key to genuine economic growth, which must result in social justice, the key, and the foundation is love."

SPEECH1-P2-L11-12

"It's not the money that makes a difference, you know what makes a difference? It's the heart."

SPEECH2-P1-L2-3

In these speech excerpts, Gina Lopez believes that having values, emotions, and feelings towards the environment is the foundation for saving the environment from destruction. Eventually, during this climate crisis, emotion and values play a role in environmental concerns and actions (Conte et al., 2023). Lopez further elaborates that with all the material things people have, such as money, if there is no foundation of love, caring, and empathy towards the environment, then it would still not be enough to save the environment. Additionally, Lopez personifies the idea of nature/environment, wherein, like humans, the environment can feel emotions, further explaining that empathy and compassion will significantly contribute to solving these issues.

As Gina Lopez worked with different organizations and became part of the government sector as DENR Secretary, she held authority and accumulated funds and donations for different projects and programs. In Lopez's perspective, integrity, transparency, and social service are important parts of being in the position. These can be seen in the following speech excerpts.

"...if there's no integrity, if there's no transparency, if you lie, if you're duplicitous, it just isn't love."

SPEECH1-P4-L44-45

"...it has to be you have to earn money with decency, and there has to be a sharing, pay it forward and I have put these pillars as the foundation of iLove."

SPEECH1-P4-L50-51

"Committing to values over and above the money is what makes the project successful."

SPEECH1-P5-L61-62

In these samples, Gina Lopez emphasized that values are a critical part of her term and her advocacy. In this declarative statement, *"...if there's no integrity, if there's no transparency, if you lie, if you're duplicitous, it just isn't love,"* she highlights that these values are essential and representative of love. Imposing transparency and integrity, Lopez is ensuring and informing the audience that the donated money by different organizations is put into good use, not only for environmental projects but also for social aid. Additionally, Lopez focused on integrating values into whatever she did, especially with her organization (iLove). This is evident in her declarative statement, *"Committing to values over and above the money is what makes the project successful."* This informs the audience that the organization became successful because the people involved in this project committed to one goal: protecting the environment and helping others.

Power of Connections and Communities. Fostering relationships and connections towards different communities of people is the pillar of building camaraderie that nurtures compassion for the environment (Harris, 2017), where one acts in unity for not only saving the environment but also helping each other, especially those in need.

"...we will together make this country and this world, this planet, a much, much better place to live in."

SPEECH1-P9-L128-129

"You take the strength of the area, and you invest in it for the people there."

SPEECH2-P5-L57-58

"Do we keep this to benefit the community, to benefit our farmers and fishermen ..."

SPEECH2-P9-L131-133

"The Barangay Captain there said 'Maam, lahat ng tao dito sa Tagabinit may trabaho dahil sa Ugong rock.'"

SPEECH2-P8-L104-105

"What if we all learn how to work together and create models of love in our country?"

SPEECH2-P11-L173-174

These statements from Gina Lopez show how she values the environment, people, and community. The declarative statement, *"You take the strength of the area, and you invest in it for the people there,"* displays how Lopez gives importance to the welfare of different communities. Extending her help by investing in their places, developing their areas, and giving them job opportunities would also extend to how they help protect the environment from this climate crisis. Additionally, in this interrogative statement, *"Do we keep this to benefit the community, to benefit our farmers and fishermen...?"* Lopez suggests to the audience how beneficial it is to keep the environment intact, as it is where fishermen, farmers, and other agricultural workers get their living expenses. Further, in this interrogative statement, *"What if we all learn how to work together and create models of love in our country?"* Lopez questions the audience about the importance of working together, being a role model, and how it creates a sense of love in the country. Overall, Lopez highlights the idea of helping others, which will also create a ripple effect. In return, these communities of people will also return the favor by working together to solve the problem of the environmental crisis.

Help of Knowledge and Information. Throughout the speeches of Gina Lopez, evidence is always presented. She establishes her statements by providing figures and factual evidence to her listeners/audience to have more reliable information and build her credibility as a speaker.

"... it came out that the Philippines GDP is growing so much 6.7 percent."

SPEECH2-P3-L18-19

"70% of what's found in the country can only be found here. 51% of all cancer cures come from shells."

SPEECH2-P10-L157-158

"...the Philippines poverty level; 26, 26, 25. Farmers 38, 38, 38, fishermen 41, 41, 39."

SPEECH2-P11-L166-167

In these declarative statements, "70% of what's found in the country can only be found here. 51% of all cancer cures come from shells" and "...the Philippines poverty level; 26, 26, 25. Farmers 38, 38, 38, fishermen 41, 41, 39," numbers and statistics are presented, allowing Lopez to intensify her arguments and make her statements factual for the audience to fully understand. Doing so ensures that the audience/listeners are engaged in listening to Lopez's speech and convinces people to believe her arguments. This also helps build her reputation by providing factual information and bridge trust to her audience. Additionally, discussing in detail ensures that she can relay the information to her audience appropriately, makes her an authoritative source of information, affords them the opportunity to realize the gravity of the climate crisis, and eventually mobilizes them to act on these problems.

Greta Thunberg

Swedish environmental activist Greta Thunberg has become a well-known voice in the international effort to combat climate change (Irfan, 2019). At 15 years old, Thunberg started the "Fridays for Future" movement, also known as School Strike for Climate, where she skipped school to rally outside the Swedish Parliament and call for more aggressive action to mitigate climate change. Because

of this, millions of people have been moved to support Thunberg's cause by her inspirational speeches and steadfast determination, which has sparked large-scale protests and mobilizations worldwide (Volunteer FDIP, 2023). Thunberg's direct and passionate activism, which emphasizes the urgency of solving climate change, has inspired adults and children to act. When about a million people participated in the Global Climate Strikes in 2019 to support Thunberg's call for immediate climate action, her influence became even more apparent (Green, 2019). Thunberg's powerful activity is evidence of the ability of grassroots movements to bring about significant social and political change.

Strength and Power in Emotions and Words. She employs direct statements as Greta Thunberg shares her perspectives about the climate crisis and environmental problems. She evokes strong emotions to appeal to her audiences and convey her message.

"Yet, you all come to us young people for hope. How dare you?"

SPEECH1-P1-L2-3

"But no matter how sad and angry I am, I do not want to believe that because if you really understood the situation and still kept on failing to act, then you would be evil, and that I refuse to believe."

SPEECH1-P2-L10-11

"There is no sense of urgency whatsoever. Our leaders are not behaving as if we were in an emergency. In an emergency, you change your behavior."

SPEECH2-P3-L45-47

As a young climate activist, Greta Thunberg eagerly wants her voice to be heard. In the second declarative statement, calling-out and putting direct pressure on world leaders and people in authority are evident, in which she wants to warn and spread the urgency of the climate crisis by using strong emotion and direct words to her speeches. These leaders' lack of actions resulted in Thunberg being angry and frustrated about the situation, where, in return, she employed emotions and straightforward words, which gave her speech strength and a lasting impact on the audience.

With this, these interrogative and declarative statements, which display Thunberg's anger, frustrations, and disappointment, amplify her arguments even more, suggesting to the audience how Thunberg is severe and passionate about her cause and advocacy.

Credibility through Knowledge Building. In her speeches, Thunberg strongly emphasizes credibility and knowledge development, which is indicative of her dedication to providing accurate and thoroughly researched information. This emphasizes how crucial it is for Thunberg to gather and share factual information about environmental challenges and climate crises to gain credibility and sway public opinion.

"The popular idea of cutting our emissions in half in 10 years only gives us a 50% chance of staying below 1.5 degrees and the risk of setting off irreversible chain reactions beyond human control. 50% may be acceptable to you..."

SPEECH1-P2-L12-15

"To have a 67% chance of staying below a 1.5 degrees of global temperature rise, the best odds given by the IPCC, the world had 420 gigatons of CO2 left to emit back on January 1st, 2018."

SPEECH1-P2-L20-22

"100 companies are responsible for 71 percent of global emissions. The G-twenty countries account for almost 80% of total emissions."

SPEECH2-P2-L12-13

Thunberg demonstrates her commitment to using statistics and scientific evidence to bolster her calls for environmental action in the provided statements. These declarative statements manifest Thunberg's concerns about the increasing rate of global emissions and temperature, which rapidly damages the environment. Thunberg further strengthens these arguments and information by attaching data and scientific evidence in her statements. By emphasizing the development of knowledge with the help of scientific numbers, she hopes to establish confidence and trust in her listeners and establish herself as a reliable

source of information in the debate over climate change.

Directness in Words and Actions. Thunberg uses a clear, concise style in her speeches to express her views on environmental activism and climate change. She underlines the necessity of taking swift, firm action to solve environmental challenges without downplaying or sugarcoating the dire situation. Thunberg's directness in her words and deeds shows her dedication to overcoming political and administrative obstacles to promote concrete and immediate steps to address climate change. Her uncompromising desire to mobilize people and institutions to take decisive, swift action toward environmental sustainability emphasizes the need for clear, unapologetic communication about the importance of environmental action.

"How dare you continue to look away and come here saying that you're doing enough when the politics and solutions needed are still nowhere in sight."

SPEECH1-P2-L7-9

"But no matter how sad and angry I am, I do not want to believe that because if you really understood the situation and still kept on failing to act, then you would be evil, and that I refuse to believe."

SPEECH1-P2-L10-12

"They also rely on my generation sucking hundreds of billions of tons of your CO2 out of the air with technologies that barely exist."

SPEECH1-P2-L17-18

"And without pressure from the people, our leaders can get away with basically not doing anything, which is where we are now and around and around it goes."

SPEECH2-P4-L52-54

"Well, I'm telling you, there is hope. I have seen it, but it does not come from the

governments or corporations."
SPEECH2-P5-L56-57

As a well-known environmental activist, Thunberg uses her position to hold world leaders and citizens accountable and to demand action. In these declarative statements, it is evident that her straightforwardness in speech and actions is consistent with her role, which suggests to her audience how strong her eagerness is with the issues. By being frank, Thunberg positions herself as a strong voice for environmental change and encourages others to take on the pressing concerns of the environment head-on. Her approach stimulates public awareness and action.

The ideologies extracted from Greta Thunberg and Gina Lopez's speeches manifested similarities and differences in their perspectives as activists. For both activists, the importance of providing and disseminating accurate information is an essential aspect of their activism, as it can be reflected in the ideology's *credibility through the knowledge building* of Greta Thunberg and *the help of knowledge and information* of Gina Lopez, which enabled both activists to gain the trust of the audience and strengthen their advocacy through providing statistical data and evidence in their arguments. Additionally, Greta Thunberg's use of language in a direct and frank way by calling out leaders and the general public helped in establishing her demands for immediate actions on these issues, which is apparent in the ideologies of *strength and power in emotions and words* and *directness in words and actions*. Furthermore, Gina Lopez's ability to incorporate emotions and values, such as the themes of love, care, compassion and empathy, integrity, and transparency, showed her ability to emotionally connect with her audiences in joining forces in these environmental issues, which is reflected in the ideology *role of emotions and values in environmental justice*. Also, Lopez highlighted the importance of camaraderie, which is building connections with different communities by helping them. This will also reflect how they will help save the environment, evident in the ideology *of the power of connections and communities*. Ultimately, the identified ideologies from these speeches reflect both activists' similarities and differences

in discussing environmental issues; this further displays the unique way in which these activists express their views and perspectives towards these issues.

Contrasting Thunberg and Lopez

The discourses of Thunberg and Lopez, when analyzed through Halliday's Mood System, reveal contrasting interpersonal strategies founded on the sociopolitical positions. Both predominantly use declaratives, positioning themselves and their authority as information givers and their audience as the recipients. However, Thunberg's declaratives are used more as urgent and confrontational assertions that challenge political inaction within a Western democratic and highly industrialized European context, such as in Sweden and the broader Global North, where public dissent and youth activism are both institutionally visible yet often encountered bureaucratic inertia. Her limited use of interrogatives and imperatives, alongside strong declaratives, shows a discourse of moral resistance against established power structures. On the other hand, Lopez's declaratives highlight values, empathy, and growth, showing off the Philippines' socio-political context, where environmental concerns are intertwined with poverty, community livelihoods, and government systems. Her frequent use of interrogatives and imperatives align well with her function as a state actor and policy implementer, being the DENR Secretary back then, affording her the opportunity to negotiate, direct, and persuade actions. Also, Thunberg's vocatives intensify confrontation towards global leaders, while Lopez's foster inclusivity and relational engagement, which are aligned with the Philippines' collectivist and high-context communication culture. Therefore, their mood choices construct interpersonal meanings and reflect the political environments where they operate, one that is rooted in global activism, the other in governance, development, and community service.

Anchoring van Dijk's concept of ideologies, these linguistic nuances reflect the distinct belief systems shaped by their national and socio-cultural realities. Thunberg's discourses embody an ideology of moral urgency, accountability, and scientific rationality,

springing from a Global North perspective where discourses pertinent to climate change are framed as a crisis of political will and systemic failure among powerful nations. Thunberg's reliance on data and emotionally charged-language puts her in the position where her voice serves as a youth-led transnational resistance, confronting governments and corporations that sustain environmental degradation. On one hand, Lopez's discourses highlights an ideology that is grounded in humanistic environmentalism, social justice, and community empowerment, molded by the Philippine context where environmental degradation directly influences the marginalized communities such as those including farmers and fisherholds. Her underscoring of love, empathy, and collective responsibility only shows that her values align with local cultures and realities of developmental inequality, where protection of the environment must co-exist with economic survival. While both Lopez and Thunberg use knowledge to build their credibility, Thunberg's ideology foregrounds global accountability and sense of urgency, while Lopez's is more emphatic of localized, value-driven, and community-based solutions. Overall, their discourses demonstrate how ideology and language are co-constructed within specific social or political contexts, thus influencing both the manner environmental issues are communicated and solutions imagined and enacted.

Conclusion and Implications

Conclusion

The recent study seeks to explore the discourses of activists, specifically the linguistic features, mood, and vocative of environmentalists being utilized in their speeches and the underlying ideologies in their respective utterances. The study follows the Critical Discourse Analysis using Fairclough's Three-dimensional Model to ensure that the analysis of the texts is comprehensive and extensive. Consequently, the speeches of Greta Thunberg and Gina Lopez about the climate crisis are used as the basis of the analysis.

Based on the findings, declarative, interrogative, and imperative moods are present in Greta Thunberg and Gina Lopez's speeches. Among the moods, the most dominant is the

declarative mood, which implies that in providing information about environmental issues and climate crisis, statements are dominantly employed in these speeches. Furthermore, the dominant usage of declarative mood suggests the relationship of Thunberg and Lopez with their audiences; Thunberg and Lopez are the information providers, and the audiences are the information recipients. Additionally, declarative usage also implies that both the speakers and the audience have an equal level, where, in this case, Thunberg, Lopez, and the audience have the same position, objectives, and goals of finding solutions to the pressing issues of the environment. The overall usage of moods signifies that both activists ensure the role and relationship within their audiences/listeners and express their attitude towards specific topics, putting them in the power position towards their audiences.

The findings also revealed that vocatives are employed in Thunberg and Lopez's speeches. The identified vocatives have two underlying functions: (1) to call/summon, which catches the addressee's attention, and (2) to address, which maintains/emphasizes the contact between the speaker and addressee; which its respective usage helps emphasize the severity of Thunberg and Lopez's concerns towards the issues and gets the attention of the audiences towards their speeches.

Lastly, the findings also revealed the underlying ideologies of these activists regarding the environmental issue, which allowed them to express their ideas and perspectives. Greta Thunberg's speeches highlight *strength and power in emotions and words, credibility through knowledge building, and directness in words and actions*. Gina Lopez suggests the perspectives of the *role of emotions and values in environmental justice, the power of connections and communities, and the help of knowledge and information*. These ideologies encompass the views and attitudes of both Thunberg and Lopez toward their advocacy, purpose, and goals regarding the environmental crisis.

Implications

This study examined the speeches of environmental activists Greta Thunberg and Gina

Lopez and has significant implications across various sectors and for individuals. For the activists and public speakers, the study can be beneficial and can be used as a guide for the different linguistic features and strategies that can be employed to reinforce the language use, message, and advocacy as a whole. For linguists, as it sheds light on how language and power play a major role in environmental discourses, this study helps create alternative analytical frameworks for discourse analysis by pointing out successful language techniques and strategies; this research advances the knowledge and helps in understanding how language and power interplay in the success of environmental activism. Meanwhile, media outlets can use the study to raise awareness of the issues discussed in a wide range of audiences and disseminate information about environmental issues. For the academe, this research helps create creative, analytical frameworks for discourse analysis; it is possible to develop new methodologies, approaches, and ways of comprehending how discourse influences environmental narratives. Lastly, for the research sectors and future researchers, future studies in a variety of domains will be able to benefit from the corpus of speeches and the analysis by undertaking additional research into relevant subjects; the study can be a basis for future related studies relating to environmental activism, and the future researchers can further improve the results.

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