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Unveiling Ecological Vulnerability: multimodal construction of cascade effect strategy in Greenpeace's video narratives

In the contemporary environmental discourse, the effective communication of ecological vulnerability plays a pivotal role in shaping public awareness and catalyzing positive changes. My presentation delves into the utilization of multimodal elements in Greenpeace's video narratives to unveil ecological vulnerability and implement a Cascade Effect Strategy. The talk underscores that the climate crisis acts as a catalyst, heightening existing social, economic, and political challenges and interweaving them into a complex network known as a polycrisis. The Cascade Effect Strategy involves a narrative technique that encompasses visual, auditory, and textual elements, aiming to decipher their persuasive effects in addressing ecological challenges. The corpus comprises 165 videos, containing verbal, nonverbal, and cinematic resources to construct a narrative about the polycrisis.

By employing multimodal discourse analysis, this study aims to reveal multimodal patterns in the construction of the cascade effect within Greenpeace's videos. The research posits that all modes and semiotic resources contribute equally to the intricate semiotic entity. Their integration is linked to the shared knowledge of the audience and is influenced by social and cultural factors. In my presentation, I will delve into several research questions, aiming to uncover the meaning-making potential of semiotic resources employed in constructing the Cascade Effect Strategy. I will explore how these resources interact to form multimodal blends and examine the tactics utilized to implement the Cascade Effect Strategy. The strategic use of verbal semiotic resources involves the intentional fusion of logical reasoning and emotional impact

through both explicit and implicit deployment of lexical and rhetorical tools while nonverbal and cinematic resources contribute affective elements to the video,

The results contribute to the burgeoning field of environmental communication by unraveling the semiotic complexities of ecological vulnerability representation in Greenpeace's video narratives and shed light on the potential of multimodal storytelling.

Key words: Cascade Effect Strategy, Greenpeace, multimodality, video