

LATVIJAS UNIVERSITĀTE

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RĪGA 2019

UNIVERSITY OF LATVIA
FACULTY OF HUMANITIES
DEPARTMENT OF ENGLISH STUDIES

**“Green” and Sustainable World Perception Concept in
Business Environment Texts**

**“Zaļās” un Ilgtspējīgās Pasaules Uztveres Konceptija Biznesa
Vides Tekstos**

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RĪGA 2019

ANOTĀCIJA

Pēdējo gadu laikā cilvēki arvien vairāk sāk pievērst uzmanību apkārtējās vides draudiem un sāk vairāk apspriest ilgtspējību un “zaļās” domāšanas tematus. Patērētāji izdara spiedienu uz industrijām, izvēloties atbalstīt ilgtspējīgi domājošus uzņēmumus un pērkot “zaļās” preces, tādēļ šī pētījuma mērķis ir noskaidrot vissatbilstošāko vārdšķiru kosmētikas produktu aprakstos un saprast kurš uzņēmums atspoguļo “zaļo” domāšanu visvairāk. Literatūras apskats sniedz teorētisko pamatu empīriskās daļas veikšanai. Kosmētikas aprakstu izpētes gaitā tika secināts, ka no vārdiem, kuri ir saistīti ar ilgtspējību, visbiežāk izmantotā vārdšķira ir īpašības vārds, kā arī tika secināts, ka pastāv saikne starp Eko zīmēm, kuras tiek izmantotas kosmētikas produktu aprakstos un vārdšķirām. Nosaukumi, kuri apzīmē šīs zīmes pārstāv vārdšķiras, kuras tika izmantotas visbiežāk produktu aprakstos, kā arī, uzņēmumi, kuri izmantoja Eko zīmes, arī izmantoja visvairāk ilgtspējību atbalstošus vārdus. Uzņēmums, kurš izmantoja visvairāk šādus vārdus ir kosmētikas uzņēmums “Lush”.

Atslēgas vārdi: ilgtspējība, “zaļā” domāšana, vārdšķiras, Eko zīmes, kosmētika, produktu apraksti

ABSTRACT

In the recent years, people have begun to discuss the topics of sustainability and “green” thinking more openly, because the alarming damage to the environment around us is clearly visible. As a result, the society is making a pressure on industries to become more environmentally friendly by choosing to support sustainable companies and “green” products, therefore the aim of this research is to determine the most suitable word classes for the descriptions of products and understand which companies represent the green thinking the most. The literature review provided the theoretical basis for the empirical part of the study. The case study showed that the most frequently used word class among the words supporting sustainability lexicon in the beauty product descriptions were adjectives. The analysis concluded that there is a correlation between the Eco marks used and the word classes. The names of these semiotic marks were grouped in the word class that was used the most among all product descriptions, in addition, the Ecolabels were used mostly by the companies that also demonstrated the usage of sustainability supporting lexicon the most. The company that had the most sustainability supporting lexicon was the cosmetics company “Lush”.

Key words: sustainability, “green” thinking, word classes, ecolabels, cosmetics, product descriptions

TABLE OF CONTENTS

INTRODUCTION	1
1. GREEN AND SUSTAINABLE WORLD PERCEPTION	3
1.1 The definitions sustainability.....	3
1.2 The development of “green” and sustainable world perception.....	5
1.3. Main principles of “green” thinking.....	9
1.4 “Green” Marketing	11
2. PARTS OF SPEECH AND PHRASES	14
2.1. Parts of Speech	14
2.1.1. Nouns.....	15
2.1.2. Adjectives	17
2.1.3. Pronouns	18
2.1.4. Verbs	19
2.1.5. Adverbs.....	20
2.1.6. Prepositions	21
2.1.7. Conjunctions.....	21
2.2. Phrases	22
3. “GREEN” AND SUSTAINABLE LEXICON AND USAGE ECO LABELS	24
3.1. “Green” and sustainable lexicon.....	24
3.2. Ecolabels.....	25
4. THE ANALYSIS OF WORD CLASS IN BEAUTY PRODUCT DEcriptions.....	27
4.1. Research methodology	27
4.2. Research findings	30
4.2.1 Most frequently used word classes and phrases	32
4.2.2 Ecolabels in the product descriptions	39
CONCLUSIONS	43
THESIS.....	44
REFERENCES	45
APPENDIX	1

INTRODUCTION

According to NASA ‘the industrial activities that our modern civilization depends upon have raised atmospheric carbon dioxide levels from 280 parts per million to 400 parts per million in the last 150 years’, which is highly contributing to climate change. (online 1)

Consequently, people have become more and more aware of what is happening in the world regarding the environment, thus the talk about sustainability and being environmentally green has become more relevant than ever.

The media and individual activists are spreading awareness about the dangers of ignoring the degradation of nature due to the industrial production, thus advocating people to be supportive of different kind of lifestyles, such as zero waste or vegan, and a lot of people do. All of this is affecting businesses because the consumer preferences are changing, thus the company’s need to adapt and provide more environmentally friendly products. A lot of companies have changed their values completely to support this movement and are using that to their advantage using different techniques of green marketing.

The present paper is a case study that focuses on the cosmetic industry, specifically on the companies that are claiming to be environmentally responsible. It is very important for consumers to be presented with accurate information of the product in order to make an informed decision about the product and company he/she is supporting and how that is affecting their personal health and environment around them, thus it is crucial to understand what kind of language is used describing the products. Therefore, the paper investigates the descriptions of products on the company’s webpage and explores the usage of word classes.

J. Ottman (2011), MacDonald, M. (2002), M. Lindsley (2008) and many others have provided theory on sustainability and green thinking, as well, Biber, Conrad, Leech (2002), Crystal (1995) and Eastwood (1994) have provided a framework on word classes and phrases. There are several kinds of researches on sustainability and several researches in the field of word classes, however, little research has been done analysing word classes in the descriptions of beauty products in sustainable cosmetic industries.

The **aim** of this research is to determine the most suitable word classes for the descriptions of products and understand which companies represent the green thinking the most.

The **research questions** are:

1. Which word classes of sustainability supporting lexicon are the most frequently used in the description of the beauty products?

2. What is the correlation between Eco marks and word classes in sustainability supporting lexicon?
3. Which companies use more sustainability supporting lexicon?

The **enabling objectives** of the research are:

1. to read and analyse theories on sustainability and “green” thinking, word classes and phrases, as well as, sustainability lexicon;
2. to look for sustainability supporting lexicon in the cosmetic product descriptions in their official webpages;
3. to analyse word classes of the sustainability lexicon found in the cosmetic product descriptions;
4. to compare the results of the analysis;
5. to make conclusions.

The literature review is used in order to analyse word classes and understand their functions, to understand the idea of sustainability and “green thinking” and to have an understanding of the labels used to promote sustainability and the lexicon used when it is discussed.

Chapter I contains theoretical background on sustainability and “green thinking”. Chapter II covers the theories on the word classes and phrases. Chapter III explains the sustainability lexicon and the labels used to promote sustainability. Chapter IV is the empirical part of the research where the word classes in the beauty product descriptions are analysed.

1. GREEN AND SUSTAINABLE WORLD PERCEPTION

The present chapter describes the idea of “green” and sustainable world perception, what are the main values of “green” lifestyle, how it has been manifested over the time and what are the main issues that are concerning this issue today. As well as it is explained how the “green” and sustainable world perception affects business and how the companies have adjusted to it through different marketing mechanisms. To provide theoretical background the theories were provided by various scholars such as J. Ottman 2011, MacDonald, M. 2002, M. Lindsley 2008 and others.

1.1 The definitions sustainability

The terms “sustainably” and “green” have become ubiquitous, however, as much as it is used in terms of globalization and corporate performance it can be very misleading. These terms are very widely used in media and in different kind of corporate contexts assuming the clear meaning behind it, although never actually expressing it. There is a lot of controversy about its various definitions. Some authors claim that there is no clear and exact definition of the term, and that each company set their own meaning behind the corporate sustainability in which is specified what is the company’s purpose and objectives regarding the corporate sustainability. (Aras, Güler, David, Crowther 2009:25)

When considering the concept of “green” Aras, Güler, David and Crowther (2009) provide a definition ‘green development – particularly of the deep green variety – is something which is generally differentiated from sustainable development in that green development prioritizes what its proponents consider to be environmental sustainability over economic and cultural considerations.’ (ibid. 32)

According to Crowther ‘at the broadest definitions sustainability is concerned with the effect which action taken in the present has upon the options available in the future’, (ibid. 24) because businesses have an enormous impact on the external environment, therefore it should be accountable for its actions. This idea was first brought up in 1970 when it was recognized that corporations are part of a society at large. ‘This concern was stated by Ackerman (1975) who argued that big business was recognizing the need to adapt to a new social climate of community accountability, but that the orientation of business to financial results was inhibiting social responsiveness.’ (Aras, Güler, David, Crowther 2009:23) It is in company’s best interest to be more sustainable, because the environmental threats are impacting everyone, including companies. It is a well-known fact that there is limited amount of raw

resources in the world, for instance coal, iron and oil that will not be available in the future. and it is necessary, especially for production companies, to be more sustainable and start looking for alternatives that could replace these materials. This is the main concern regarding the sustainability, because it will dramatically affect the costs of production as the raw materials tend to get more expensive when they are in limited amount, so it forces businesses to pay attention to the global environmental problems. (ibid. 24)

Most people consider the terms sustainability and sustainable development to be synonyms. The term sustainable development was first introduced in 1998 in the World Conversation Strategy publication. ‘The concept of sustainable development is based on the assumption that all types of human activity are interrelated. In ‘sustainability-speak’, this is usually expressed as “the importance of integrating social, economic and environmental objectives into planning, decision-making and implementation of projects and programmes”’. (MacDonald, M. 2002:14)

In the 1987 The World Commission on Environment and Development did a series of consultations and released the publication Our Common Future. They consulted a lot of people from different countries and different backgrounds from different sectors, such as ‘government, environmental and development NGOs, business, education, indigenous peoples’ groups and academia’ so they could formulate “a global agenda for change”. (MacDonald, M. 2002:2) The commission announced a definition of sustainable development saying that ‘In essence, sustainable development is a process of change in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations’ (ibid. 2002:3)

Brundtland Report published by Oxford University Press in 1987 gives general understanding of the term “sustainable development” definition saying, ‘sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’ (Aras, Güler, David, Crowther 2009:27)

Many people analysing sustainability by dividing it in two-dimensional approach – environmental sustainability and social sustainability, and some people add the third dimension linked to the origination behaviour. However, this approach faces a lot of criticism in the terms that it does not consider the conflict between the financial performance and social/environmental performance. Aras, Güler, David and Crowther (2009) offer four other aspects of sustainability that shows much broader concept of corporate culture – societal influence, environmental impact, organizational culture and finance. Social influence describes the role of the society which pressures business to be more sustainable.

‘Environmental impact, which we define as the effect of the actions of the corporation upon its geophysical environment’. Organizational culture which expresses the relationships within the organization, such as employees and stakeholders. Finance calculates the risk and return levels. The authors continue to claim that ‘these four aspects can be resolved into a two-dimensional matrix along the polarities of internal focus v external focus and short-term focus v long-term focus, which together represent a complete representation of organizational performance.’ (Aras, Güler, David, Crowther 2009:35) This is indicated in the figure 1.1.

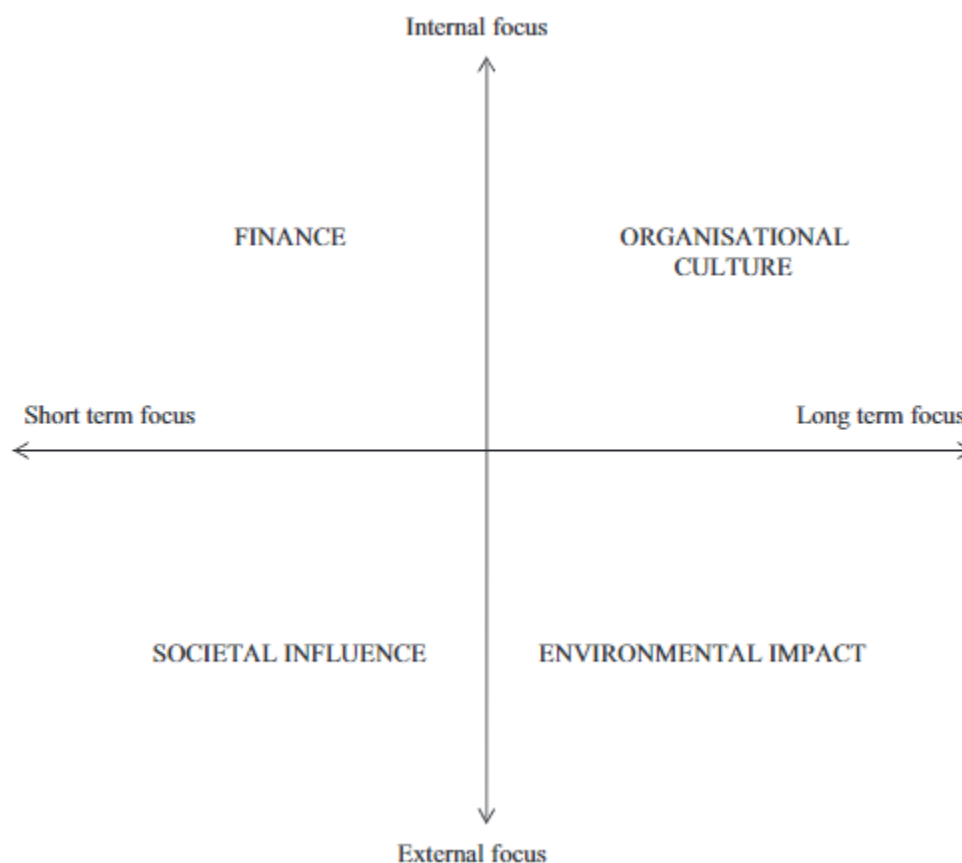


Figure 1.1. Model for evaluation sustainability (as cited in Aras, Güler, David, Crowther 2009:32)

1.2 The development of “green” and sustainable world perception

More and more people are talking about the “green” and sustainable environment, about the social responsibility, recycling and environmentally friendly businesses and their “green” goods and services. Although this topic is discussed in the recent years more often, this has been an important issue in the society for more than 50 years.

A person who started public conversation about the issues facing the environment was Rachel Carson when she wrote a book *Silent Spring* in 1962. According to MacDonald (2002)

‘she made a powerful argument for the link between pesticide use, widespread pollution and the resultant devastating effects on the health of humans and other animals and plants, is often cited as the moment the environmental movement began to take shape.’ (2002:1) The book made huge impact on the society and humans started to be more aware of the environmental issues and started to think how to satisfy human needs and not to damage nature at the same time. The citizens of the world started to feel moral and social responsibility towards the environment long before the government took any action in order to improve the situation. The environmental issues are affecting every human being in this world; therefore, this situation is forcing people to put their differences behind them and think of solutions and take necessary actions to try and help to improve the environment which is directly affecting their lives (ibid).

However, Aras, Güler, David and Crowther (2009) claim that “the starting point must be taken as the Brundtland Report (WCED 1987) because there is explicit agreement with that Report and because the definition of sustainability in there is pertinent and widely accepted.” (2009:34) The report was made to direct attention and express urgency about the environmental threats, such as decay of natural resources and its effects on the economic and social development. The goal of the Report as to recognize how many threats there are and that this is affecting the whole world which consequently could result in global crisis, therefore emphasizing that each group of society is contributing to sustainable development. ‘In actual fact the Report highlighted three fundamental components to sustainable development: environmental protection, economic growth and social equity’ which is still very relevant in today’s terms, although the Report was written more than 30 years ago. (ibid. 31)

Although, there was a public discussion started about the issue, the impact on the business was not significant. There was not great demand for ‘green’ products. Usually they were produced by small companies and ‘gathered dust on the bottom shelves of health food stores for good reason: they didn’t work, they were pricey, and they sported brand names no one had ever heard of’ (J. Ottman 2011:1). At the time most of the green products that were produced in response of environmental or health threats had no desirable effects, for example, the newly launched laundry powder in 1970 not containing phosphate was not washing clothes properly and multigrain healthy cereals did not taste good. In addition, the recycling was not made easy, there were only few drop-off spots which were located in not so accessible places. (ibid. 1)

The first international conference was held in 1972, in Stockholm. ‘It was the UN's first major conference on international environmental issues and marked a turning point in the

development of international environmental politics. (Online 2)' According to the MacDonald, M. 'the Stockholm Conference resulted in two documents—the Stockholm Declaration on Human Environment and the Action Plan for the Human Environment—which were among the earliest government-sanctioned attempts to set an agenda for global action in response to environment and development problems' (2002:2) However, there were several drawbacks of these documents, they do not state a strong acknowledgement to the environment and development problems facing the planet. In the next twenty years it became clear that certain activities in one country could negatively affect the environment not only in that territory but create serious environmental damages in the whole world by destroying common resources, for examples, polluting oceans, thus creating various problems.

After that in 1992, in Rio de Janeiro the United Nations Conference on Environment and Development (UNCED) was held. 'This meeting highlighted the different approaches of developed and developing countries to environment and development, many of which continue to this day.' (MacDonald 2002:2) The main focus of the conference was to direct the attention to different international environment and development linked problems in the local and global scale. 'Against the backdrop of a growing awareness of the negative impacts of some of the current approaches to development, 177 governments approved an agreement, known as Agenda 21, outlining a program for working towards a "global partnership for sustainable development".' (MacDonald 2002: xi) The people are very concerned with all the information distributed about the falling rainforests and disappearance of wildlife, however the conference was not only about the environment. 'The Earth Summit was designed to combine wise management and conservation of the natural environment with economic equity and access to basic needs for all people.' (MacDonald 2002:1) The summit was an important breakthrough because the government finally did not look at environment and development as separate problems but realized the connection between them. 'The Earth Summit resulted in five major documents, including a declaration, The Rio Declaration on Environment and Development, two conventions—The Convention on Biological Diversity and The United Nations Framework Convention on Climate Change—a statement, Statement of Principles on Forests, and a broad, detailed, 400-page plan of action known as Agenda 21.' (MacDonald 2002:3) However, five years after the Earth Summit it was announced that despite the fact that there have been various encouraging actions taken to better the situation, the matter of the issues described in Agenda 21 are worsened since 1992 and expressed the urgency of implementations of solutions. (ibid.)

One of the first global environmental issues that concerned and is threatening people all over the world is the depletion of the ozone layer. In the 1980's a lot of scientists revealed

their concerns to the main authorities about ‘the build-up of carbon dioxide in the atmosphere and its potential to change the climate’ (ibid. 2002:2). Not only that, it was also noticeable that in the nature is less genetic diversity due to the agriculture and development all over the world. In addition, at the same time, it was known that the acid is traveling over to other countries and killing lakes in North America and northern Europe.

Consequently, general public started demanding for the answers why the planet is experiencing such problems, however the answers were not satisfying, because the cutting down the carbon dioxide emissions would cause economic instability and loses, not to mention several social impacts, for example, the increase of unemployment level. However, people demanded changes, therefore several agendas were made in order to improve the planet. (ibid. 2002:5) ‘All stressed the need to question prevailing priorities and actions in the many areas relating to environment and development’ (ibid. 2002:4) The agendas are mainly meant for the national governments, they include different kind of advices, recommendations, warnings for the main institutions of the countries of what to do to make the situation better.

In 1991 was created an Agenda of Science for Environment and Development into the Twenty-first Century (ASCEND 21) in which creation participated more than 250 scientists. ‘The results of ASCEND 21 are based on sixteen papers prepared by teams of two or three authors, modified and supplemented by discussions at a meeting of authors held four months prior to the conference and the working group sessions’ (ibid. 2002:8) It suggested the governments how to take part and what exactly they can do in order to support the movement of sustainability. (ibid. 2002:14)

Nevertheless, a lot has changed since 1960`s. People are more educated and more aware about all the problems world is facing and are much more informed how to contribute in order to make the situation better. A lot more people are starting to think “greener”. Ottman (2011) notes that a big part of improving situation is due to new innovations that are more environmentally friendly. There has been a lot of new “green” and sustainable technologies, that are performing as well, if not even better than the products that are not concerned with these issues. (2) The author emphasizes that sustainable and “green” products are available to anyone and everywhere. If in the past these kinds of goods where available only in specialized bio shops, then nowadays they are in every supermarket. It is common not only with everyday goods, alternative energy, as solar power, is also more available, it is used to heat houses and even to charge a mobile phone. Sustainable and “green” products have contoured their place in the market and they are not going to disappear, instead, they will be even more accessible. Ottman emphasizes that people need to ‘embrace sustainability – defined as acting today so

that future generations can meet their needs – and enjoy long-term markets for your products, while safeguarding the sources of raw materials on which your very business depends’ (ibid)

1.3. Main principles of “green” thinking

Since the awareness sustainable and green living is becoming more mainstream, many people and businesses are implementing the “green” and sustainable thinking values in their everyday life, thus contributing to improve the environment. The factors that need to be discussed are the usage and quality of the water, food, air, energy and of course the problem with consumer purchasing habits and waste management.

Chambers, I., & Humble, J. (2011) emphasizes that ‘as the world becomes increasingly interdependent and fragile, the future at once holds great peril and great promise. To move forward we must recognize that in the midst of a magnificent diversity of cultures and life forms we are one human family with a common destiny’ (161). Therefore, authors are offering four core principles for individuals, corporations and governments which are based on Earth, the global situation, the challenges ahead and universal responsibility. The first principle is ‘to respect and care for the community of life’. (ibid. 162) This principle stands for understanding, acceptance, compassion and responsibility towards other people, natural resources, and that there is a responsibility to inform others how these actions can contribute to common good and affect future generations. The second principle is ‘ecological integrity’ (ibid. 163) It is about the fact that people need to renew and help to sustain the world ecosystem, which involves caring about other life forms and the resources, such as water, soil, etc., as well to do anything to prevent any additional harm or damage through responsible production and consumption of goods and managing the waste created in the process. The third principle is the ‘social and economic justice’ (ibid. 164). This principle stands for equal access for basic human rights, such as fresh and clean water, food, air and shelter and for equality between genders and race, and equal opportunities for poor and rich people. The forth principle is ‘democracy, nonviolence, and peace’ (ibid. 165). It promotes the transparency in governments and advocates for free speech. As well, it talks about prevention of cruelty against animals and humans. Authors emphasizes that it is necessary to ‘recognize that peace is the wholeness created by right relationships with oneself, other persons, other cultures, other life, Earth, and the larger whole of which all are a part’ (ibid.).

C. Trask (2006) talks about several threats to environment that almost everyone is contributing to. Firstly, author mentions that people are using plastic too much, thus creating a lot of unnecessary waste. Especially, the problem is with the plastic bags in the shop. As the

author emphasizes ‘plastics production produces 14 percent of toxic air emissions in the United States, and each plant emits an average of 300 to 500 gallons of contaminated waste per minute’ (21). In addition, the author expresses the concern about the clean water supply. It is threatened by pollution and by the fact that it is used irresponsibly. Everyday households are using a lot of water that could be saved if used sensibly. In addition, it is pointed out that there is an enormous problem with the transportation. Trask (2006) highlights that ‘the transportation sector is responsible for one-third of all man-made carbon dioxide emissions and consumes 67 percent of all U.S. petroleum’ (ibid. 23). There are many alternatives to driving the personal car, there is a possibility to share rides, use public transport, go somewhere by bike or foot and many other options how to decrease the carbon emissions every day. Another threat to the environment is the high amount of meat consumption. This is alarming, because most of the people who consume meat daily are not even aware about the damage it is creating to the environment. Factory meat farming is responsible for deprivation of water and land resources, air pollution, and green-house gasses not to mention, the harm it is causing to the animals through inhumane treatment. In addition, animal farming for food is incredibly wasteful, as Trask points out ‘to produce one pound of beef protein takes vastly more water, land and energy than to produce one pound of vegetable protein’ (ibid.).

Another important factor that Trask highlights is the fact that “green” lifestyle is directly linked with consumers purchasing choices. It directly impacts environment starting from producing the demanded good to its disposal, thus creating a lot of pollution. As the author implies: ‘if it is your intention to support sustainability and cause less harm to the environment, you must seek to understand the connection between purchases and environment and follow through with greener purchasing habits’ (ibid. 25) Therefore, it is very important to recycle the produced waste and it is equally important to buy and support the products that are created from recycled materials. For instance, using recycled paper instead of new paper made from wood would save a lot of forests, water and energy. To contribute and support this, many people have adopted “zero waste” lifestyle where they are trying to create as little waste as possible choosing to buy products that are recyclable or without packaging at all.

Energy is another factor that is contributing to degradation of environment. According to Tusk ‘consumer use far more electricity than is needed to live comfortably and safely but running appliances less frequently and turning light off when not in use are only part of the solution’ (ibid. 26) Electricity is one of the largest industries that produce the most carbon dioxide emissions. People would have to make small adjustments in order to improve the

situation, for example, not using light inside during the day, changing regular light bulbs to fluorescent ones or switching to alternative energy sources, such as solar power. (ibid. 28)

As the author points out it is all dependent on consumers and their purchasing habits. By choosing to buy goods that are more sustainable and avoiding those that are not business will be forced to change or they will go bankrupted. ‘By seeking out and purchasing more earth-friendly alternatives, consumers are letting manufacturers, growers and service people know that they want Eco responsible products and business ethics – and more of them’ (ibid.29) Changes can be made also through politics, when governments pass the laws and restrictions to protect the environment, however people cannot trust politicians to protect the environment, because often large industries are financing different political campaigns which lead to less restrictive laws if it benefits these companies, thus it is very important to vote for the leaders who have the right intentions regarding the environment. Trask (2006) emphasizes that ‘our voice is needed to reform corporations, take back control of our government from special interests, and restore common sense and ethics to people in the position to do great harm or great good.’ (ibid.)

1.4 “Green” Marketing

The idea of being “green” and sustainable have been more widely discussed topics in recent years, especially in business. The global warming and climate change have led customers to be more environmentally conscious which lead to green marketing has now become mainstream. This topic has been brought up more and more often and consumers prefer to support the companies that are environmentally friendly, many businesses have adopted green marketing which is ‘the development and distribution of eco-friendly, or environmentally friendly, goods – for example, washing powder that is not harmful to the environment (M. Lindsley 2008:16). Companies have to be very careful creating their marketing strategies and have to pay attention to the ethics.

One of ways how businesses are contributing to the wellbeing and sustainability is through social marketing where using different marketing tools the companies are encouraging people to modify their behaviour to better themselves or environment around them. Most widely used examples are encouraging people to create awareness of harmful behaviour to their health, for example, encouraging people to include more vegetables and fruits in their diet or persuading to quit smoking. ‘The aim of social marketing is to minimize social problems such as crime or poverty’ (M. Lindsley 2008:16).

Companies are implementing sustainability marketing tactics not only relating in the way how they are marketing their goods, services and customers, but as well as the companies are implementing corporate social responsibility and cause related marketing. ‘The advantages for company of being socially responsible – that is, taking positive actions for the benefit of its staff and society as a whole – include enhanced brand image and greater ease in attracting staff’ (M. Lindsley 2008:16). The cause related marketing is very appealing to the companies, because often their name then is associated with the particular charity they are supporting, for example, UNICEF or Oxfam.

In addition, to uphold the sustainable company’s status many businesses are paying more attention to the companies they are buying materials from and cooperating with and not going into business with those who have violated animal right, uses child labor. This is called responsible purchasing. ‘a company can implement a policy of sustainable purchasing and only buy products that come from renewable sources’ (M. Lindsley 2008:16).’

J. Ottman (2001) has listed 20 rules of green marketing for business’s to consider launching their marketing campaigns. Firstly, he is indicating a fact that nowadays ‘green is mainstream’, the author emphasizes that 83% of customers are seeking and preferring goods that are “green” and environmentally friendly. These are people from all generations and can be subdivided in different ‘finely defined segments of green consumers’ (J. Ottman 2001: XVIII). “Green” is not only mainstream, it is also stylish, which is listed as the second rule in the book. It has been induced by celebrities who are promoting sustainable lifestyle enhancing their own brand and thus creating more appealing to the general public.

The third rule defends the price difference between “green” and regular goods claiming that ‘greener products work equally or better – and are often worth a premium price’ (J. Ottman 2001: XVIII). In the past environment friendly products often disappointed customers because of their lack of function, the development of technologies has made it possible to make “green” products in higher quality giving better results than non-sustainable goods, thus requiring higher price. The forth rule indicates that ‘green inspires innovative products and services that can result in better consumer value, enhanced brands, and stronger company’ (J. Ottman 2001: XVIII). In other words, creating sustainable goods is more profitable and rewarding for companies, although in the past considering becoming more “green” business seemed as a costly burden.

If in the past consumers were more concerned about the cost, performance, usability and accessibility, then now consumers pay more attentions to peculiarities as ‘how products are sourced, manufactured, packaged, disposed of – and even such social aspects as how factory and farm workers are treated.’ (J. Ottman 2001: XVIII)

The sixth rule encourages to consider the life-cycle of the goods, because although it may be called organic or recyclable there are several factors that still is not making the goods “green” enough, because they still create waste or have absorbed chemicals in the time of producing the goods to when it gets to the consumer. The rules continue to warn the companies that consumers now are more demanding than ever and before buying are not only looking for trusted brand names, but they are investigating more and considering who stand behind the brand and how socially responsible they are. It is important not to only have clever marketing slogans such as “save the planet”, but to have a product that is organic and protects the buyer’s health, because consumers are going to invest only in the goods that in fact work and are reliable. Nonetheless, companies must be cautious not only about their goods and services, but also about their social values, because, that is automatically linked with the product and may result in the customer’s choice to support or avoid the goods offered. As well, it is important for brand to encourage and educate their consumers about the environmental threats the world faces today, explaining what the company is doing and what can their consumers do in order to improve the situation through different channels of media.

In several rules Ottman outlines that the company has to be honest about its practices, about its social values and about the goods and services they are offering, because consumers are getting smarter and they are demanding the goods they were promised, “green” goods that are not harmful to the health or the environment, because many companies in the past have already been accused of “greenwashing” where the company is concerned more with the marketing the product and company as being as a sustainable rather than actually taking steps to achieve that, which causes consumers to be even more careful. Many companies solve this by practicing “radical transparency” where the product user can follow with all companies’ activities, including facts that are not as flattering to the company’s image, however, gaining the trust of the consumer.

To summarize, the theories in the chapter I sustainability has no specific definition and it has very broad meaning, but According to Crowther (2009) ‘at the broadest definitions sustainability is concerned with the effect which action taken in the present has upon the options available in the future’ (24). The issues concerning the environment already has been brought up for a while, but only in the last couple of years it has become mainstream. The main issues concerning sustainability is energy and the problem with consumer purchasing habits and waste management. Businesses are taking this movement as an advantage and are using it wisely in the marketing.

2. PARTS OF SPEECH AND PHRASES

To successfully carry out the research it is necessary to obtain knowledge about the word classes, thus this chapter looks at theories where is explained what parts of speech are and then looks further in specifying and defining main word classes and phrases. The literature review is combined by several linguists such as Crystal (1995), Eastwood (1994) and Biber, Conrad, Leech (2002) among many others.

2.1. Parts of Speech

Parts of speech is a division of the words into several distinct classes. It is one of the most important elements in the languages all over the world. (Teschner, Evans 2007:5) According to Crystal, traditionally there are ‘eight parts of speech in English: the noun, pronoun, adjective, verb, adverb, preposition, conjunction and interjection.’ (206:1995) However, Eastwood (1994) claims also claims that there are eight word classes, however he points out that in this list are included determiners and that interjections are very minor class of words which could not be considered to be one of eight largest word classes. (Eastwood 1994:3) Halliday and Matthiessse have provided a figure (see figure 2.1.) which shows how all the world classes are structured. Parts of speech are important in English language, because it is a tool used to identify how the words of the language behave. (Crystal 206:1995)

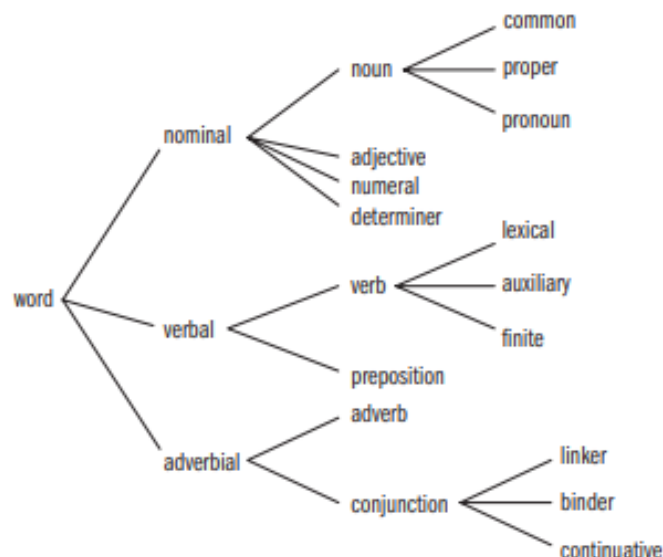


Figure 2.1. ‘Word classes recognized in fictional grammar’ (as cited in Halliday and Matthiessse 2004)

There are two types of words – vocabulary words, which are verbs, adjectives, nouns and adverbs, and grammatical words which are propositions, determiners, interjections, pronouns and conjunctions. (Eastwood 1994:3)

‘Word classes are equivalent to parts of speech but defined according to strictly linguistic criteria.’ (206:1995) Word class is different words that are gathered into one group, because grammatically they have the same functions and they behave the same way, this can be looked at in two ways. ‘The words are the same morphologically: they show which class they belong to using the same endings as –ing and –s, they can also be identified by various lexical endings, such as –ize and -ify’ (207:1995) In addition, they can be similar syntactically as Crystal explains ‘they show which class they belong to by being used in the same way within sentence. For example, adjectives can appear between the and a noun, or immediately after a form of be: the happy cat, the cat is happy.’ (207:1995)

Word classes can be divided into two subgroups – open classes and closed classes. ‘A closed class contains limited number of members, and a new member cannot be easily added. For example, it is not easy to create a new coordinator or a new pronoun: those word classes have fairly fixed set of members.’ (Biber, Conrad, Leech, 2002:17) On the other hand, the open class is a large group consisting of different lexical classes, for example, adjectives and nouns, because it is very easy to create new nouns, verbs or adjectives by adding suffixes, for instance, adding suffix “ee” to the verb retire, the new noun retiree can be created. (Biber, Conrad, Leech, 2002:16)

Almost every word class can be categorized into sub-classes. Verbs are divided into ordinary verbs, such as ‘go’ and ‘think’, and auxiliary verbs, for instance ‘is’ and ‘can’. Adverbs are categorized into four groups: adverbs of manner, of frequency, of place and linking adverbs. Determiners are divided into articles, possessives, demonstratives and quantifiers. (Eastwood 1994:3)

2.1.1. Nouns

According to Crystal (1995) ‘A noun is a word used for naming some person or thing’. (206) Eastwood (1994) explains that nouns have a lot of definitions. ‘Concrete nouns refer to physical things: aircraft, clock, door, whisky. Abstract nouns refer to ideas and qualities: time, result, security. Nouns can also refer to actions and events: theft, landing, and to roles: pilot, spokesman. A noun can also be a name: Berlin.’ (176)

When discussing nouns and their behaviour in the language it is important to consider several factors, such as, syntactic structure, syntactic function, grammatical morphology,

lexical morphology. Nouns are the main element of the noun phrase. It's syntactic function is to perform as 'the subject, object, or complement of clause' and grammatically 'a noun can change its form to express a contrast in singular/plural number or to mark the genitive case'. (Crystal 1995:208) The nouns can be created by taking verbs, adjectives as well as other nouns and adding suffixes, such as, "-age", "-ment" and "-tion". (ibid.) The majority of nouns a plural and a singular form which mostly is formed by adding "-s" at the end of the word, thus indicating that there is more than one. (ibid. 200)

Nouns can be divided into six categories. There are proper nouns and common nouns. The common nouns have two types: count and noncount, also known as countable and uncountable nouns, which then each is divided into concrete and abstract types as it is seen in the figure 2.1. bellow.

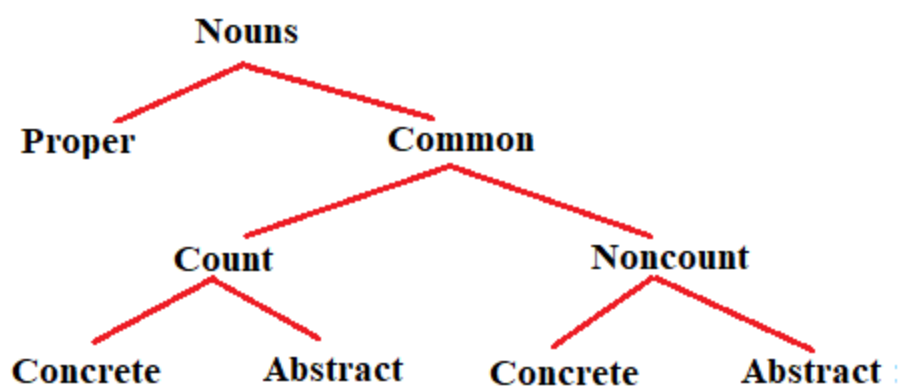


Figure 2.2. The Main Noun Subclasses (as cited in Crystal 1995:208)

The main two subcategories of nouns are proper and common nouns. Crystal claims that 'proper nouns are names of specific people, places, times, occasions, events, publications, and so on.' (Crystal 1995:208) According to Biber, Conrad and Leech (2002) there are four most significant proper noun types 'personal names, place names, organization names, time names' (59) Usually proper nouns are written with capital letter; however, it is important to remember that not all words written with capital letter are proper nouns. There are three main differences between proper and common nouns. First can be seen in the sentence, because proper nouns can stand alone, while only a few common nouns can stand alone as a clause element. Another significant difference is in the plural case. Most proper nouns do not have it, for example, there is no plural form for word such as Paris, but almost all common nouns have plural form. The third difference is that proper nouns do not tend to be paired with determiners, but common nouns do. However, there are cases where proper nouns can act as common nouns, as Crystal (1995) provides examples 'Look at all those Smiths' (208) where

the proper noun Smith is used in the plural form and ‘I used to know a Mary Jones’ (ibid.) where proper noun is used with a determiner “a”. (Crystal 1995:208)

As it is seen in figure 2.2. common nouns are divided into two subtypes count and noncount nouns, also known as countable and uncountable nouns. Crystal explains that ‘Count nouns refer to individual, countable entities, such as books, eggs, and horses. Noncount nouns refer to undifferentiated mass or notion, such as butter, music, and advice.’ (Crystal 1995:209) Count nouns and noncount nouns have distinct grammatical characteristics. First difference is in the plural form. Count nouns have it, but noncount nouns do not have the plural form, e.g. *cheese, milk*. As well, ‘count nouns cannot stand alone in the singular (*book is red); noncount nouns can (chess is fun).’ (ibid.) Count nouns can be seen in the text with the determiner “a”, while noncount nouns can be seen with determiners such as “some”, however both can be formed with the determiner “the”. In addition, it is important to remember that some nouns can act as count or noncount nouns. As Crystal provides an example ‘I’ve had some odd experiences’ (ibid.) and ‘I’ve not had much experience’. (ibid)

As it is shown in the figure 2.2., the third subcategory that divides both count and noncount nouns into two separate types is abstract and concrete nouns. According to Crystal (1995), ‘Concrete nouns refer to entities which can be observed and measured, such as book, car, elephant, and butter. Abstract nouns refer to unobservable notions, such as difficulty, idea, certainty, and remark.’ In spite of having clear definition between abstract and concrete nouns, it is not so simple to determine which noun belongs to which group because there are some ‘nouns such as structure, version, and music permit both abstract and concrete interpretations.’ (ibid.)

2.1.2. Adjectives

‘An adjective is a word used to qualify a noun ... to restrict the application of a noun by adding something to its meaning.’ (Crystal 1995:206) According to Eastwood (1994) ‘adjectives can also express other meanings such as origin, place, frequency, degree, necessity, and degrees of certainty.’ (252) In order to understand whether the word is an adjective, there are several guidelines provided. Typically, adjectives are placed before noun, which is known as attributive function. Adjectives also have predicative function when adjectives are placed after the forms of verb. Often adjectives are used in collaborations with different kind of intensifiers, as well as, adjectives can be used to express comparison or be compared. (Crystal 1995:211)

‘Adjectives always have the same form, except for comparison (shorter, shortest).’ (Eastwood 1994:251) There are three adjective degrees of comparison: absolute, comparative and superlative. Absolute form is the original adjective, for example, “small” or “big”. Comparative form is indicating a more powerful form of the base form by adding “-er” at the end of the word, for example, “smaller” or “bigger”. The superlative form indicates the highest degree of the base adjective by adding “-est” at the end, e.g. “smallest” or “biggest”. To express lower degree of the adjective words such as “less” or “least” are used before the adjective. In addition, to somatically add a degree to the adjective it is possible to use word as “more” before the adjective. However, there are irregular adjectives where these forms are not applicable, for example, “good – better – best”. As well, there are adjectives which have regular and irregular form, e.g. “old – older – oldest” and “old – elder – eldest” (ibid. 199)

2.1.3. Pronouns

According to Crystal ‘a pronoun is a word used instead of a noun or noun-equivalent (i.e. a word which is acting as a noun’. (Crystal 1995:206) Wiese, H., & Simon, H. J. (2002) explain that pronouns are unique in the way how they add the information to the sentence. Pronouns can replace full noun phrases and identify the object, but at the same time they ‘lack a comparable descriptive content’ (2002:2)

Pronouns can be used instead of noun as Crystal provides an example ‘I’ve got a red *hat* and Jane’s got a brown *one*’, (Crystal 1995:210) where pronoun “one” represents noun “hat”. It can also substitute noun phrase e.g. ‘*My uncle Fred*’s just arrived. *He* is quite tired.’ (ibid.) where the noun phrase “my uncle Fred” is replaced by personal pronoun “he”. As well, pronouns are used ‘referring to a very general concept which includes meaning of many possible noun phrases.’ (ibid.) For example, by using pronouns such as “someone” or “somebody” the meaning describes girls, men, boys, women etc. Pronouns also can be used when referring to something that is not specified, for example ‘look at *that!*’ (ibid.)

‘There are many kinds of words which can act as a pronoun, but they do not all follow the same grammatical rules’, thus pronouns are grouped into three subclasses which together are ‘the central pronouns, because they all express contrast of person, gender and number’ (ibid.) The main classes of pronouns are personal pronouns, reflexive pronouns and possessive pronouns, but there are five other subclasses: reciprocal pronouns (e.g. each other, one another), interrogative pronouns (e.g. who?, what?, which?), relative pronouns (e.g. who, whose, that), demonstrative pronouns (e.g. this, that, those) and indefinite pronouns (e.g. everyone, nobody, anything or many, some, less). (Crystal 1995:206) Personal pronouns are

used to specify the members of the conversation. There are three types of personal pronouns: first person (singular: I, me; plural: we, us), second person (you), third person (singular: he, him, she, her, it; plural: they, them). (Eastwood 1994:234)

The reflexive pronouns are applied in the sentence and used as a subject and object discussing the specific item or being. (Hewings 1999:152) ‘Reflexive pronouns, always ending in -self or -selves (myself, etc.), “reflect” the meaning of a noun or pronoun elsewhere in the clause: They washed themselves.’ (Crystal 1995:206)

Possessive pronouns indicate that the object is someone’s property and it can be seen in two forms. Firstly, they can appear as determiners (my, your, etc.) in the noun phrase, for example, “my cat”. Secondly, they can appear alone as “mine, yours, etc.”, for example, “that is his”.

2.1.4. Verbs

Crystal (1995) claims that ‘a verb is a word used for saying something about some person or thing.’ (206) The author continues explaining that this definition of verb is similar to definition of adjectives, but it is important not focus only on the “action and doing words”, because that eliminates state verbs. (ibid. 204) There are verbs that are a combination of verb and a particle, for example, “sit down” or “drink up”, these verbs are also known as phrasal verbs. (ibid.)

There are two types of verbs: regular and irregular. Regular verbs are simply foreseen by grammar rules; however, irregular verbs have different forms which can be hard to predict. ‘Regular verbs appear in four forms, each playing a different role in the clause’ (ibid.) There is the base form, the -s form, the -ing form, and the -ed form. The base form of a verb appears in the dictionary’s and it does not have any specifying endings. (ibid.) The base form can be used with the imperative form expressing command, for example, “go with her”, as well as it can be used in the present tense “you go very fast” and in the infinitive form e.g. “I like to go for walks”. (Eastwood 1994:76) Crystal states that ‘the -s form, made adding an -(e) s ending to the base (sometimes with a spelling change), used for the third person singular in the present tense: he/she/it sees’. (1995:204) The third form of regular verbs is the -ing form which is known also as present participle in the traditional grammar. It is formed by adding ending -ing to regular verb, although sometimes there might be a change in the spelling of the word. The fourth form of the regular verb is -ed form. It is constructed by adding -ed ending to the regular verb, which also could involve spelling change. It is also known as the participle form and it is applied to indicate past tense. As crystal explains ‘the -ed participle form has

four uses: to help express a past aspect; to help express passive voice; in certain types of subordinate clause and to begin a clause; and as adjective'. (ibid.)

Irregular verbs also create similar forms as the regular verbs, for example, adding -s form and -ing form to the base of the regular verb, however, 'they have either unpredictable past tense, or an unpredictable -ed participle form, or both' (ibid). Thus, irregular verbs have five forms as opposed to regular verb four forms.

The verbs are grouped in two forms finite and non-finite. 'This term suggests that verbs can be "limited" in some way, and this is in fact what happens when different kinds of endings are used.' (ibid.) The finite form shows a contrast and restricts verbs to 'number, tense, person or mood', however, non-finite form is not restricting verbs. (ibid.)

2.1.5. Adverbs

Crystal states that 'an adverb is a word used to qualify any part of speech except noun or pronoun.' (Crystal 1995:206) It is known to have a lot of functions in the clause. Adverbs main purpose is to perform as 'element of clause structure' (ibid. 211) most often adding the information to the verb.

Adverbs have three main functions, they indicate the details of the discussion taking place, they show the attitude of the conversation participants and they express how one sentence or clause is related to another. (Biber, Conrad, Leech 2002:354)

Most adverbs are easily detectible, because they can be formed from most adjectives by adding "-ly" in the end, for example, slowly or sadly. (ibid.) However, there are also adverbs that are not that recognizable in the text, for example, those 'which have no distinctive elements, such as, just and soon, or compound adverbs, such as somehow or whereby'. (ibid) As well, there are adverbs that do not have traditional "-ly" ending, most often they appear in informal American English, for example, "clockwise" or "sideways". (ibid)

There are eight types of adverbs: adverbs of manner, of place and time, of frequency, of degree, of focus and viewpoint, connecting or linking adverbs, comment adverbs and the truth adverbs. (Eastwood 1994:205) Connecting adverbs, for example, "as a result" which are used to indicate the link to what has said before. As well, there is adverbs of time and place, such as, "today" or "in the bedroom" to indicate the location of the situation or item discussed. Another type of adverbs is comment or viewpoint adverbs, e.g. "presumably" or "financially" which usually are used to indicate the authors attitude. (Hewings 1999:180) There are also adverbs of the degree, for example, "very" and "extremely" they are used to

express or emphasize the extent of something. (ibid. 184) Next type is comment adverbs. “Some comment adverbs indicate how likely we think something is, indicate our attitude to or opinion of what is said; show our judgment of someone’s actions.” (ibid. 186) Another type is the adverb of manner. It is an adverb that illustrates how something is done, for example “slowly”. (Biber, Conrad, Leech 2002:354) The adverbs of frequency describe the regularity of something that is happening, e.g. “sometimes”, “every other day” and “occasionally”. (ibid. 363) The last type is the truth adverbs. ‘A truth adverb expresses what the speaker knows about the truth of a statement: how likely it is to be true, or what degree it is true.’ (Eastwood 1994:275)

2.1.6. Prepositions

Crystal (1995) claims that ‘a preposition is a word placed before noun or noun-equivalent to show in what relation the person or thing stands to something else’. (206) The author continues to explain that a preposition indicates how the elements of the sentence are linked in the space or time. ‘Single word prepositions include: about, at, before, by, down, for, from, in, of, on, out, over, round, since, though, to, under, up, with.’ (ibid. 213) There are also prepositions that consist from more than one words, as Crystal (1995) has listed them ‘ahead of, because of, due to, instead of, near to, as far as, by means of, in accordance with, in spite of, on behalf of.’ (ibid.)

Main purposes of prepositions are to indicate that there is a movement happening (e.g. She stepped *over* the chair), to indicate the placement of something, describing circumstances (e.g. they are talking *over* the phone), to indicate the location of someone. Preposition also may imply the ‘time (e.g. during the night), cause (e.g. because of the frog), method (e.g. with a spoon), and possession (a pianist of talent)’ (ibid.)

2.1.7. Conjunctions

According to Crystal (1995) ‘a conjunction is a word used to join words or phrases together, or one clause to another clause’. (206) The main function of conjunction is to link together two elements of the sentence.

Conjunctions are divided into two types: coordinating conjunctions and subordinating conjunctions. ‘Coordinating conjunctions link units which have the same status in the sentence, such as two clauses, two noun phrases, or two adjectives.’ (ibid. 213) The most frequently used conjunctions are “and”, “or”, and “but”. They indicate that the new

information is added, contrasted or offer another possibility. Implying these conjunctions, the sentence can go on indefinitely.

‘Subordinating conjunctions join units which do not have the same grammatical status in the sentence. The typical case is when one clause is subordinated to another, as in “We went out when the rain stopped”.’ (ibid.) In the authors provided example it can be seen that the clauses were linked with the conjunction “when”. There are more subordinating conjunctions than coordinating ones and mostly they are formed from several words. There are a lot of types of subordinating conjunctions, for example, conjunctions of time (until), place (where), condition (if), concession (though), purpose (in order to) and reason (because). (ibid)

2.2. Phrases

According to Keizer and Evelien (2015) ‘phrases consist of sequenced combination of words, phrases and embedded clauses, all of which may occur more than once.’ (218) Generally, there phrases are divided into five groups. There is verb phrase, noun phrase, adjective phrase, adverb phrase and prepositional phrase. (Eastwood 1994:3) They are used in order to construct clauses and sentences.

There are two types of verb phrases, finite and non-finite. ‘A finite verb phrase is one that can be the main verb of a sentence. A non-finite verb phrase is an infinitive, gerund or participle.’ (ibid. 76) The non-finite verb phrase can appear only in a sub clause, whereas finite verb phrase can appear also in the main clause. Sometimes there is a situation where they can be placed together creating a two-verb phrase, as Eastwood (1994) provides an example “Things kept disappearing from the changing room”. The verb phrase always contains an ordinary verb, such as, “leave” or “worked”, it can also contain multiple auxiliaries before the ordinary verb. ‘Verb phrases are the essential part of a clause, referring to a type of state or action’ (Biber, Conrad, Leech 2002:42)

In the verb phrase verbs can be divided into three classes: lexical verbs, modal verbs and primary verbs. Lexical verbs are also known as the primary verbs. They perform as the core verbs and they are verbs whose definition is easily identified without context, those are verbs such as, run, walk, and jump. Next class is the modal verbs. ‘Modal verbs convey a range of judgments about the likelihood of events; they function only as auxiliary verbs, expressing meanings which are much less definable, focused, and independent than those of lexical verbs.’ (Crystal 1995:204) In total there are nine modal verbs and the function of all of them is quite similar. The third class is primary verbs and they are “be”, “have” and “do”. ‘Primary verbs can function either as main verbs or as auxiliary verbs.’ (ibid.)

‘A noun phrase can be a subject, an object, a compliment, or an adverbial. It can also be the object of a preposition.’ (Eastwood (1994:179) The noun phrase consists of one or more words where the noun is the head. ‘The head can be precede by determiners, such as the, a, her, and can be accompanied with modifiers – elements which describes or classify whatever the head refers to.’ (Biber, Conrad, Leech 2002:41) Eastwood (1994) points out that noun phrase can contain also quantifiers, as well as nouns. (177)

‘Adjective phrase have an adjective as head, and optional modifiers that can precede or follow the adjective.’ (Biber, Conrad, Leech 2002:43) Adjective phrase has two significant purposes, to serve as modifier and subject predicative. When adjective phrase performs as modifier it is placed before the noun and it is called attributive adjective, for example, “deeply sick” and when adjective phrase takes role of subject predicative in the most cases it is placed after the verb be, for example, “that is right”. (ibid. 44)

Adverb phrases are very similar to adjective phrases in the terms of their structure, only difference is that the adverb is the head of the phrase. As Biber, Conrad and Leech emphasizes that the main difference between adverbials and adverb phrase is that adverb phrase appear as a structure, whereas adverbials are only a part of a clause. (ibid.)

Another type of phrase is the prepositional phrases. ‘Prepositional phrases mostly consist of a preposition followed by a noun phrase, known as the prepositional complement.’ (ibid) It can serve the connection between the noun phrase and other structures and it is common for prepositional phrases to appear in other larger phrases. ‘Their two major syntactic roles are: as an adverbial on the cause level or as a modifier or complement following a noun.’ (ibid. 45)

To summarize the theories in chapter II the main word classes are: nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunctions and determiners. Phrases have five classes: verb phrase, noun phrase, adjective phrase, adverb phrase and prepositional phrase.

3. “GREEN” AND SUSTAINABLE LEXICON AND USAGE ECO LABELS

The present chapter looks at “green” lexicon provided by different sources which is necessary for the empirical part of the paper, as well at the semiotic marks and labels that indicate that the product is “green” and sustainable. The literature is provided by Adela Fofiu and Raluca Igrat (2018) and different Online sources.

3.1. “Green” and sustainable lexicon

The “green” and sustainable world perception is a topic that is discussed almost daily between individuals, as in the public space, in different forums, as well as in the social and traditional media. This topic has gathered a lot of different terminology and there is a large lexicon of words that describe sustainability.

Adela Fofiu and Raluca Igrat (2018) have published a research in the *STUDIA UBB EPHEMERIDES* journal where they have analysed a language used to talk about the sustainability in European media, as well, European and UN institutions. The research data was gathered using automated tools, such as text mining techniques, a glossary-based approach and key word analysis. The main goal of their research was ‘exploring institutional discourses in the European space to collect the vocabulary used in communicating sustainability principles and help build an institutional vocabulary for creating a common vision and framework’ (1). The research was based on the analysis of 623 articles from 2016 until April 2017. The research has provided a lexicon that is most heavily used in the European media when discussing sustainability which is available in Appendix 1. The results of the research are illustrated in the table where is indicated the specific source where the lexicon was used and the most common words.

There are several online sources that provide a large base of lexicon used regarding “green” and sustainable world perception concept. One of them is www.words-to-use.com where are listed words and phrases of different classes in alphabetic order. The webpage covers a wide range of different topics, including ‘words for going green’ (online 3). The sites main function is to provide glossary in order to help copywriters, educators and other people who might find it useful. The layout of the page is available to see in the appendix 2.

In this webpage the words are already groped in five large groups: adjectives, nouns verbs, negatives and phrases. The amount of words used is distributed approximately equally between all groups, however, largest groups are adjectives and nouns and the least words were

in the phrases. In the webpage were listed 79 adjectives, 91 nouns, 78 verbs, and 59 phrases. In addition, there is a section separately where is a list of 80 words with negative connotation and there are listed words from all the word classes. In the research provided by Adela Fofiu and Raluca Igrat (2018), the authors have cohoused to categorise the words by the source they were collecting them from. These words represented all word classes and phrases; however it is noticeable that the majority of words that authors found are classifiable as nouns and phrases.

However, it is important to recognize that not all of terms used to describe sustainability and “green” thinking are listed in the main dictionary’s and terminology’s, due to the fact there is a lot of new vocabulary added in this field.

3.2. Ecolabels

In order to help consumers to understand which products are environmentally friendly, many producers choose to put ecolabels on their products. In total there are 463 ecolabels which all are listed on the website <http://www.ecolabelindex.com/ecolabels/> which everyone who have access to internet can go to and find out the meaning behind the ecolabels.

Cosmetic companies very often are using ecolabels on their products to indicate that the product is friendly to the environment. These labels are used as a great marketing tool and the product seems more trustworthy.

One of the most widely used ecolabels is the “Leaping Bunny”. ‘Companies certified through the Coalition for Consumer Information on Cosmetics’ (CCIC) Leaping Bunny Program make a voluntary pledge to eliminate animal testing from all stages of product development.’ (Online 4)

Another common label on consumer goods is recycling symbols, such as Mobius Loop and The Green Dot. ‘The Green Dot symbol identifies products whose producers are members of the industry-funded system of recycling consumer good packaging.’ (Online 5)

Label which often is used on bio cosmetic products is “NATRUE”. The label represents organic cosmetic which is produced without any harmful chemicals. ‘NATRUE’s mission is to protect and promote natural and organic cosmetics to the benefit of consumers worldwide.’ (Online 6)

In the European Union an important sustainability label is “EU EcoLabel” which was recognized in 1992 all over the world. ‘The EU Ecolabel promotes the circular economy by encouraging producers to generate less waste and CO₂ during the manufacturing process. The

EU Ecolabel criteria also encourages companies to develop products that are durable, easy to repair and recycle.’ (Online 7)

Mentioning labels, it is important to mention the “V label” which promotes vegan and vegetarian products. That means, that these products do not contain any animal products, especially important it is for people who have adapted these kinds of lifestyles and helps them to find the products where in their production animal products were not used. Usually this label is used on food and cosmetic products. ‘The V-Label is an internationally recognized, registered symbol for labelling vegan and vegetarian products and services.’ (Online 8)

To summarize chapter III, “green” and sustainability supporting lexicon is vilely used and it has wide variety of different terminology and words used. There are a lot of ecolabels that companies can use to indicate the level of sustainability it is achieved, whether it depends on the means of the packaging or the production process or in the list of ingredients of the product.

4. THE ANALYSIS OF WORD CLASS IN BEAUTY PRODUCT DESCRIPTIONS

Chapter 4 is the empirical part of the research which looks at the results of case study which analyses word classes of sustainability representing words in beauty product descriptions of different types of beauty goods in four different cosmetic industry company webpages. This chapter also explains the process of the analysis and the main steps taken in order to answer to the research questions and draw the conclusions. The links of the product descriptions used for the study are available in the Appendix 3.

4.1. Research methodology

The aim of the research is to determine the most suitable word classes for the descriptions of products and understand which companies represent the green thinking the most and to answer the research questions that were set in the beginning of the study.

In order to give an answer to the questions, there is used case study as primary research approach, which ‘examines patterns across texts and considers the relationship between language and the social and cultural contexts in which it is used’ (Paltridge, 2012:2). The present research employed qualitative and quantitative research methods. The qualitative study generally is concerned with analysing and understanding the context and the quantitative study refers to the quantity of collected data. The word classes were analysed from the selected words of the beauty product descriptions that represented sustainability and were grouped according to their class. Based on the literature review in Chapter II, there are eight main word classes:

- nouns
- pronouns
- adjectives
- verbs
- adverbs
- prepositions
- conjunctions
- determiners (Eastwood 1994:3)

To ensure the validity of the present paper the triangulation method was used by using three theoretical approaches, the theory on word classes by Crystal (1995), the theoretical framework on sustainability by Aras, Güler, David, Crowther (2009), and the theory on the lexicon used to discuss sustainability by Adela Fofiu and Raluca Igret (2018). Validity is

defined by the preciseness of the data gained by the researcher. (Paltridge 2006:217) To execute the validity of the present paper there were taken several steps:

1. identifying the research questions, aims and objectives;
2. examining secondary sources and identifying the theoretical framework;
3. selecting the corpus: 80 beauty product descriptions from four different beauty companies;
4. analysing the data gained by applying the theoretical framework provided by Eastwood (1994), Crystal (1995) and Adela Fofiu and Raluca Igret (2018)

The present study is based on the theories provided by Eastwood (1994) and Crystal (1995) who have put forward a theoretical framework explaining word classes and phrases, as well as the study provided by Adela Fofiu and Raluca Igret (2018) where the authors have established the most frequently used lexicon used when discussing sustainability, which helped to conduct the analysis of the present paper. In addition, a lexicon representing sustainability was illustrated in online sources which was used as the basis of the research in addition to the framework of the Adela Fofiu and Raluca Igret (2018).

The empirical part of the present paper consisted of several stages. Firstly, the corpus of the study was selected. For the basis of the analysis, four different companies from cosmetic, make-up and wellness industries were selected. Since the research explores English language words used in the context of sustainability, all company online shops were targeted to United Kingdom, due to the fact that the base language of the paper is English.

First company which was selected for the analysis of the words representing “green” thinking in the description of its products was the local company “Dzintars”. It is a well-known local Latvian company which has been in this industry since 1948 and they are offering a variety of products of different type cosmetic products. “Dzintars” do claim to be an organic and natural cosmetics brand, however not all their products are completely natural. (Online 9) The next company selected for the analysis was a global cosmetic brand “Dove” which is represented all over the world. This company offers mainly cosmetic products which are used to moisturise, preserve, protect, renew and clean the skin or hair and do not offer any decorative cosmetics or makeup.

“Dove” brand focuses more on the opportunity to make people more beautiful and make feel more comfortable about the way they look, they do not market themselves primarily as sustainable, “green” or natural cosmetic brand.

In the comparison to “Dove”, the next company selected for the analysis was “100% pure”. A company whose mission is to make natural and organic cosmetic products that are healthy, qualitative and organic. This company was built with strong values of sustainability and environmental awareness. The company claims to have cruelty free, only having vegan or vegetarian cosmetic products that all are natural and in highest quality as well the company presents itself as being sustainable by using alternative sources of energy and using environmentally friendly packaging.

The fourth company used for the analysis of the present paper was fresh, homemade cosmetic brand “Lush”. It is a company that is very cautious about its environmental footprint left on the earth. The brand is very popular among people who have adapted zero waste lifestyle, because the company does not use packaging and if it is used it is recyclable or compostable. In addition, they do not support testing cosmetic products on animals, so their products are completely cruelty free and 80 % of them are vegan, the rest are vegetarian. In addition, “Lush” points out that they also buy their products from manufactures that also stand by the same values thus, ensuring their consumers that the product has not harmed any animal. All of the products offered in their online shops are completely natural and organic.

The next step of the research was to select 20 different random products from each company’s online shop, five products in four categories which were body moisturisers, face moisturisers, hair care and face cleansers. By opening these products in the online shop, the description of the product was analysed. The descriptions of the products varied in length, and it is important to point out that for some of the products part of the description was very similar or practically the same as for different product from the same company, due to the fact that they represent the same line of cosmetics and are a part of a group. The words that represented “green” thinking that were listed in the theoretical framework mentioned above were written out and counted for each product of each company. The table of all of the words listed is available in the Appendix 4. In total there were analysed 80 different product descriptions. Further these words were analysed and grouped according to their word class or grouped as a word phrase which helped to answer the research questions.

Another aspect of the analysis was to look at the Ecolabels that were used on the product packaging and in their descriptions to represent and acquire more reliability to the goods presented. This was done in order to understand the correlation between Eco marks and the word classes.

4.2. Research findings

The empirical part of the present paper is based on four cosmetic brands mentioned above. In total, for the analysis there were randomly selected 20 beauty products from each company. In order to make the research more precise the products selected were similar, 5 in four different categories which were body moisturisers, face moisturisers, face cleansers and products meant for hair care. Each company provided a description of the product containing different information, such as the list of the ingredients, the main aim of the product explaining their purpose as well as giving the information how to use the product in order to gain the best results. All brands offered a picture of the product, its name and a brief description. The webpages also offered to see reviews of the clients who have tried the product, however that was not taken into consideration while doing the analysis, because the research focuses on the fact on which words they use to discuss sustainability and to indicate their word class. Only two of the three webpages used semiotic marks representing the ecolabels given to the product, however it is important to point out that not all products had them and they varied from product to product. In total there were analysed 557 words from four cosmetic brands: “Dzintars”, “Dove”, “100% pure” and “Lush”.

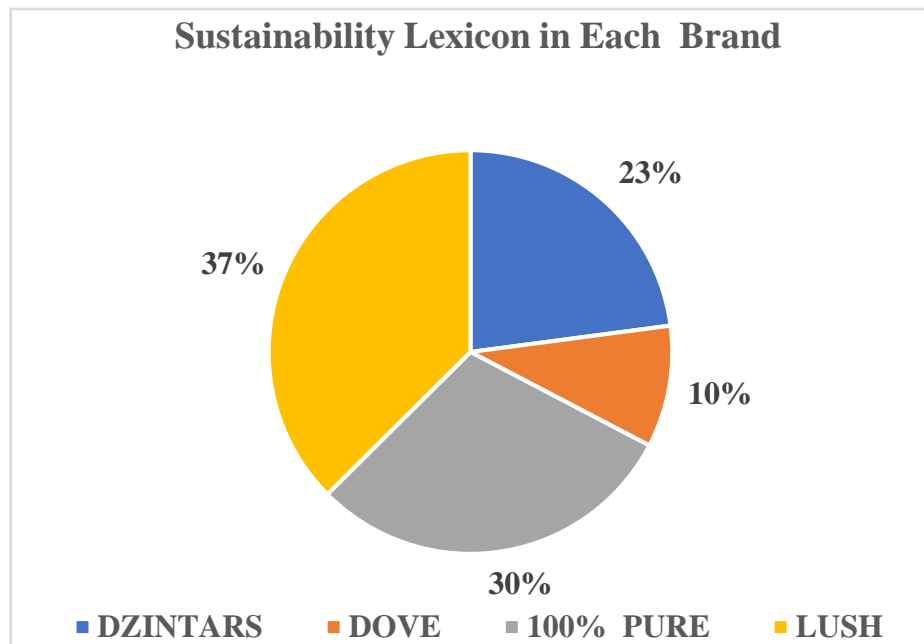


Figure 4.1. Sustainability Lexicon in Each Brand

The most words used relating sustainability were in the cosmetic brand “Lush”, which had used 188 words related to the sustainability, which is 37% from all companies analysed.

(see figure 4.1.) The most popular words describing sustainability in the Lush product descriptions were “organic”, “natural”, “not tested on animals”, and “safe”. These are the most frequently used words, because at the end of the list of ingredients they put a disclaimer for their customers where they are explaining that the company does not test their goods on animals nor support suppliers that do, as well as indicate that the product is safe to use. What concerns the word *organic*, it was used in the description of the product where the company explained the benefits of the products or in the ingredient list indicating which ingredients are organic.

The second company that used considerably a lot of words in the sustainability lexicon was the brand “100% pure”. From their product descriptions, 150 words that were supporting sustainability lexicon were analysed which is 30% or second highest from all four brands. (see figure 4.1.) “100%pure” most frequently used words relating to the topic of sustainability were “natural”, “vegan”, “cruelty free”. These words accrued in multiple parts of the product descriptions, especially word “natural”. In general, mostly these words appeared under the semiotic marks representing sustainability and “green” thinking. Almost every product, however, not all had these ecolabels where underneath was explained what they stand for, for example, the “V label” and under it was specified whether the product is vegan or vegetarian or the “leaping bunny” with the indication under it saying that the product is “cruelty free”.

“Dzintars” product descriptions contained 15 words which are related to the sustainability and “green” thinking. This is 23% of all four companies. This brand does not use any indications or disclaimers as the other two companies representing that their company is sustainable or “green” thinking, it rather placed these words within the products or lines description itself. The most popular word relating to the lexicon of sustainability was the word “natural”, which was used in almost each product description multiple times. In a lot of product descriptions, it was used 7 times, putting the emphasis on the fact that the cosmetic product is natural.

The company “Dove” used only 49 words describing sustainability and “green” thinking. As well as “Dzintars”, also “Dove” did not have any specific disclaimers or indications where they expressed their company’s attitude towards “green” thinking or sustainability in the product descriptions itself. The most frequently used word in “Dove’s” product descriptions was the word “healthy” and “natural”. These words were used in the product descriptions where the company explained the benefits of the product. It is important to point out that in some of “Dove” product descriptions there were not used any words related to sustainability or “green” thinking.

4.2.1 Most frequently used word classes and phrases

The aim of this research paper is to determine the most suitable word classes for the descriptions of products and understand which companies represent the green thinking the most. Therefore, the first research question was to find out which word classes are used the most in the description of the beauty products when describing sustainability. In order to answer the research questions, there were randomly selected four different cosmetic brands and 20 products from each company. From these descriptions were selected words that are related to sustainability and “green” thinking, which then were grouped into the according word class. (see appendix 4)

In total there were analysed 557 words related to the sustainability and grouped according to the group phrase, or the eight-word classes provided by the Eastwood (1994), which are:

- nouns
- pronouns
- adjectives
- verbs
- adverbs
- prepositions
- conjunctions
- determiners (Eastwood 1994:3).

However, it important to point out that not all word classes were represented in the descriptions of the cosmetic products among the words related to the sustainability. Pronouns, prepositions, conjunctions and determiners did not appear in these descriptions in the words describing “green” thinking, therefor they do not appear in the figures indicating the results. There were only phrases, nouns, adjectives, verbs and adverbs.

As it can be seen in Figure 4.2. the most frequently used word classes in the beauty product descriptions were adjectives, which is 382, that makes 76 % of all words used. The second largest group of words used where phrases. In total there were 49 phrases, which is 10 % from all the groups. The other word groups contributed less than 10%, the verbs have 7%

and the adverbs have only 4%, leaving nouns, the smallest group only with 3%.

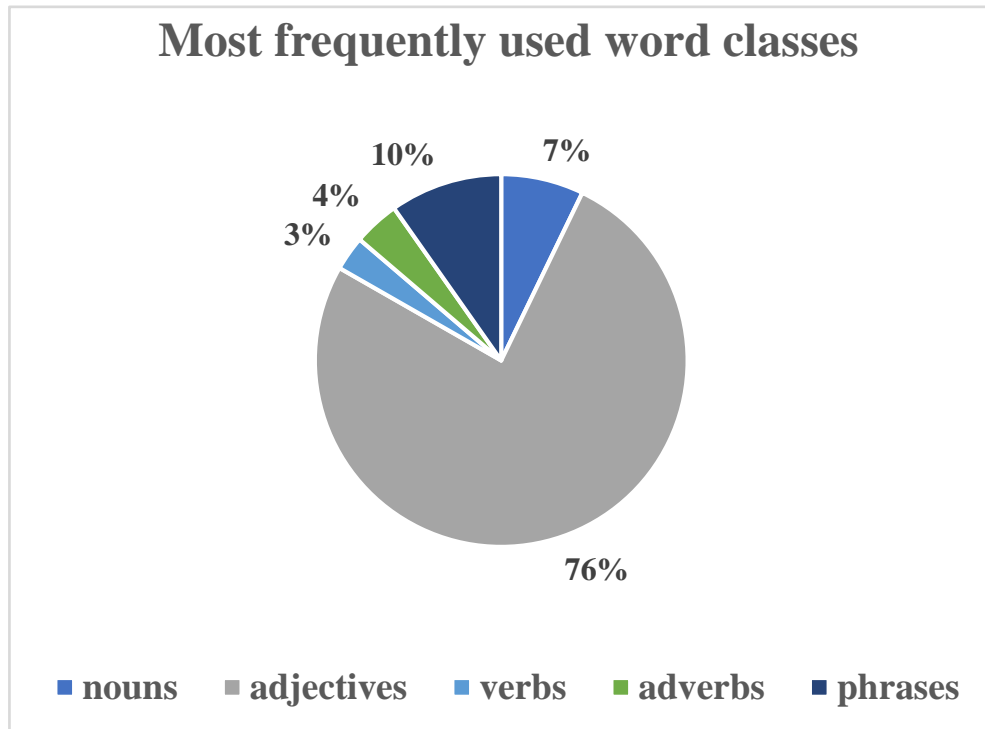


Figure 4.2 Most frequently used word classes

The adjectives were used in context in the product descriptions, mostly it was used to indicate the qualities of the product promoted, however in some cases they were also used to refer to the company and its values. The most popular adjective used was the word “natural”. It was used by all companies and in almost every product, even in “Dove” product descriptions the adjective “natural” was used a lot, and, in fact, it was the most frequently used word in “Dove” product descriptions in general. For example, when describing its Derma Spa Goodness body lotion, the adjective “natural” was used two times. (See appendix 4). The first case when this word was used was in the sentence: “Contains Cell-Moisturisers®, key moisturising actives made from natural seed oils” (Online 10), where the brand indicates that the seed oils used in the product are natural, therefore implying the idea that the product itself is natural, because, people tend to pay more attention to what kind of cosmetic products they are using and prefer more goods that are natural and are not toxic to their body or health. The second case where the adjective “natural” was used was in the exactly the same context, again emphasising that there are used natural oils in the product, but adding extra information “Combining a luxurious home spa experience with dermatological care, Goodness³ Body Lotion from Dove DermaSpa blends omega oil with Cell-Moisturisers® (key moisturising actives compressed from natural seed oils such as sea buckthorn oil).” (Online 10)

However, “Dove” was not the only brand that used the adjective “natural” very frequently. This adjective stands out in all product descriptions. In several “Dzintars” products the word “natural” was used as much as seven times in one product description. Especially this was noticeable in the hair care products analysed. From five hair care products investigated, three of them contained seven adjectives “natural”, one description had five, and the other three cases of this word used. For example, in the brands “Mango and Blueberry SPA premium” shampoo product description, were used seven adjectives, “natural” in total, three of them were used to describe this product specifically and four were in the context where the brand provided information about the SPA premium series, since the shampoo is a part of these series. For instance, in this case “It is containing only *natural* ingredients, providing hair effective but more gentle impact than their synthetic counterparts.” (online 9) the brand emphasises that the product contains only natural ingredients, promising the consumer that the product is truly natural, which then is emphasised two more times in the product description in similar context, again reassuring the potential buyer by saying “Contains exclusively *natural* cleaning agents.” (ibid) And “Contains up to 97% of ingredients of *natural* origin.” (ibid). As well in the part of the series description, the word “natural” is used in the same context, again emphasising the same information.

Remarkably, “Dove” and “Dzintars” had the least words used in the sustainability lexicon and the brands are not specifically branding themselves as a natural cosmetic companies in comparison “100% pure” and “Lush”, these brands used word “natural” more often than these companies. Of course, “100% pure” and “Lush”. used the adjective “natural”, among many others, but this adjective did not stand out among the words analysed as much as in “Dove” and “Dzintars” product descriptions. The most frequently used adjectives in “100% pure” and “Lush” were “organic”, “vegan”, “natural”, “safe” and “healthy”. Among these brands very widely used was the adjective “organic”. For example, the brand “100% pure” used it 16 times in the description of its face cleanser. Mostly in this brand product descriptions the adjective “organic” was used in the list of ingredients to indicate that the materials used in the process of making this are organic, therefore making the product organic and trustworthy. For instance, in the description of Fermented Rice Water Cleanser for face, the list of ingredients had the adjective “organic” mentioned 15 times, as it can be seen “COMPLETE LIST OF INGREDIENTS: Organic Morus Alba (White Mulberry) Water, Organic Glycerin, Organic Potassium Cocoate, Organic Lonicera Japonica (Japanese Honeysuckle) Flower Extract, Organic Cyamopsis Tetragonoloba (Guar) Gum, Organic Citrus Limonium (Lemon) Extract, Organic Carica Papaya (Papaya) Extract, Organic Ananas Sativus (Pineapple) Fruit Extract, Organic Rice Ferment Filtrate (Sake), Organic Glycyrrhiza Glabra (Licorice) Extract,

Organic Salix Alba (Willow) Extract, Organic Arctostaphylos Uva-Ursi (Bearberry) Extract, Organic Solanum Lycopersicum (Tomato) Extract, Lactobacillus, Niacinamide, Organic Lentinus Edodes (Shiitake Mushroom), L-Ascorbic Acid (Vitamin C), Organic Essential Oil Blend: Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Cedrus Atlantica (Cedarwood) Bark Oil, Vetivera Zizanoides (Vetiver) Root Oil, Citrus Sinensis (Blood Orange) Oil, Salvia Officinalis (Sage) Oil, Lavandula Angustifolia (Lavender) Oil” (Online 11). However, the ingredient list was not the only place in the product description where the adjective “organic” appeared. It is also used when describing product itself, or as in this case used when addressed the instance where the product was mentioned in other media sites or press , for example, “YourTango, 25 Best Organic Beauty Products of All-Time” (Online 11), where the 100% pure face cleanser got listed in the seventh place, thus offering their clients an opportunity to see what other people are saying about the product and see the recommendation thus making the product more trustworthy.

Another adjective that is worth to mention is “vegan”, because almost all of the products among “100% pure” and “Lush” brands were vegan which was also pointed out in their product descriptions. These companies have a strong opinion about using animal products in their cosmetics and are strongly against animal cruelty and any type of testing the products on animals, therefore the brands choose to make their natural products plant-based. In most cases for both companies this adjective was placed on the top of the page under the semiotic mark that indicated that the product does not contain any animal products and is vegan friendly.

The next largest group of words used where phrases. Similarly, as the adjectives, the most phrases were used in the “100% pure” and “Lush” brand product descriptions. The most used phrases were “cruelty free” and “not tested on animals”. These phrases were used in the same way as the adjective “vegan”, especially the phrase “cruelty free” in brand “100% pure”, which appeared on the top of the page under the ecolabel indicating that no animal was harmed during the making of the product. The “cruelty free” phrase appeared only in two out of four brands. This phrase was used the most in the “100% pure” company’s product descriptions, and there were few cases where “Dove” included this phrase while describing its products. For example, when promoting their face moisturiser DermaSeries Dry Skin Relief Overnight Face Cream, in the section “About this product” they listed several things, including this “Paraben free, *cruelty free*, fragrance free and dermatologist-tested night-time moisturizer” where they indicated that no animal was harmed in the process of making the cream among many other things. (online 10)

The phrase “not tested on animals” was used only in “Lush” cosmetics product

descriptions. This phrase was used very similarly as the adjective “natural” in this brand's webpage, where they put a disclaimer under the list of ingredients indicating that no animals were harmed in the process of making the products. It is interesting, that the company did not use eco label “Leaping Bunny” when describing their products, they only used this phrase “not tested on animals”, however, the company is very ethical and do not support animal abuse in any way, in fact the brand is organizing different campaigns to promote this movement. The disclaimer “Lush” uses under the products looks like this: “We do not test our finished products on animals. We also only purchase from ingredient suppliers who do not test on animals. More.” (online 12), where the brand uses the phrase “not tested on animals” and offers a hyperlink on the word “more”, where the consumer is guided to a different page of “Lush” website where is provided more information about their values, views and actions relating to the abuse of animals.

The other two phrases that are worth to point out is “environmental pollution”, “environmental protection” and “environmental damage”. The cosmetic brand “Dzintars” used the phrase “environmental pollution” to indicate that the product will protect the skin from the environmental pollution, acknowledging the fact that there is a problem and offering a solution for the consumer. Similarly, “Dzintars” used the phrase “environmental pollution” in this sentence: “There may be different causes of hair loss, i.e. genetics, hormonal disorders, immune and nervous system diseases, gastrointestinal tract diseases, deficiency of protein, iron and zinc, fungal or parasitic infections as well as such external factors as frequent dyeing, discoloration, over-drying, environmental pollution, etc. Quite often, there are several reasons behind hair loss.” (online 9). In this case the company “Dzintars” have listed several reasons why hair loss may appear while promoting their anti-hair loss balm, thus also indicating that this product will protect the hair from environmental pollution. The brand “100% pure” used the phrase “environmental protection” in this case “After cleansing and toning, before sun exposure, apply to face, neck, and all other exposed areas to the sun for SPF 30 UVA / UVB and environmental protection.” (Online 11) in the section where the brand explains the directions how to use the product better to receive the full benefits of it. The phrase “environmental protection” is used to indicate the fact that the product is providing the protection of the environment, in this case the sun. Another phrase used by “100% pure” brand in the product descriptions is “environmental damage” which was used several times, even in one product description twice. The phrase first appeared in the very beginning of the product description. “Highly nutrient-rich moisturizer softens and fortifies the skin. EGCG, the potent antioxidant from green tea, protects against environmental damage.” (online 11). Here it is specifically emphasised that the product can be used as a means of protection of the

environmental damage, however, there is not specified what kind of environmental damage specifically it is protecting against. In addition, it was used the second time in the similar manner while describing the product “EGCG, the potent antioxidant from green tea, protects against environmental damage and neutralizes aging-free radicals.” (online 11). The “100% pure” company also acknowledges that the environment can be damaging to the health therefore providing a protection to their clients.

Although phrases and adjectives were the largest groups among the words analysed, there were also used other word classes, despite the fact that they were not represented as much. The next largest word class used in the descriptions of the products to discuss sustainability were nouns. The most frequently used nouns among the words analysed in the beauty product descriptions were “environment”, “energy”, “chemicals”, “pollution” and “action”. Not all brands used nouns to imply “green” thinking in their product descriptions, however, each brand that had nouns had their own one specific noun repeated in their descriptions that stood out.

The “Lush” cosmetics company did not use any nouns to express sustainability related issues, and the company “Dove” had only three cases where nouns were used. The company that used nouns the most was “Dzintars”. They used nouns that expressed “green” thinking in almost every product description. One of the nouns is “environment” which appeared multiple times in different product descriptions. For example, in their body lotions description the company uses the noun environment in this case “Aloe extract and Vitamin E renew and protect the skin from the harmful effects of the environment.” (Online 9), were similarly as phrases about environmental damage and protection, the company indicates that the product is suitable to protect their client’s skin and body from the damaging elements of the environment around them.

The brand “100% pure” also used several nouns to talk about sustainability related issues, the most frequently used noun was “chemicals”, both in plural and singular form. For example, the company used this noun in cases such as “Formula does not contain synthetic chemicals, artificial fragrances, chemical preservatives, sulfates, or any other harsh ingredients.” (Online 11) where the brand used the noun “chemicals” twice in one sentence to emphasise the fact that the product is truly natural, and it does not contain any kind chemicals that would be harmful to the consumers health or the environment around them. Another noun used by “100% pure” cosmetics brand was “pollution”, which appeared also in “Dove`s” product descriptions. For instance, “100% pure” brand while promoting and describing their Tomato Lycopene SPF 20 Moisturizer they described the product using the noun “pollution” among other words that also are used while discussing sustainability “Lycopene, an

antioxidant in tomatoes, protects against smog, pollution, radiation, smoke, and other environmental toxins that generate damaging free radicals.” (online 11). In this example the company emphasises the fact that the product they are offering is working as a protection against all the harmful effects of the environment around people including pollution.

The next word class seen in the beauty product description among the words analysed were adverbs. There were only 20 adverbs used in total among all 80 product descriptions. They appeared only in “Lush” cosmetics and “100% pure” cosmetic brand product descriptions, and it is important to point out that there was only one adverb used which was repeated several times through different beauty product descriptions. This adverb was the word “naturally”. The most this adverb was used in the “Lush” cosmetics product descriptions. It was used similarly as the phrase “not tested on animals” and adjectives “natural” and “safe” where it was placed at the end of the product descriptions as a disclaimer, on the webpage it was framed like this: “*occurs naturally in essential oils.”. This sentence is placed directly under the list of ingredients using asterisk to indicate that the specific ingredient appears naturally in the essential oils that are included in the making of the product. The brand “100% pure” used the adverb naturally in this case: “Argan oil is naturally rich in vitamin E, phenols, carotenes, squalene, and essential fatty acids to deeply moisturize, nourish, and soften.” (online 11). The company uses this word similarly to the “Lush” cosmetic brand to indicate that the Argan oil which is used in the production of the product has natural features and benefits to the human skin, but they are specifically indicating the features of this one specific ingredient, whereas “Lush” referred to multiple at once.

The smallest word class used among the analysed words were verbs. There were only 15 cases where verbs were used in the descriptions of the beauty product to discuss “green” thinking. However, each brand used at least one verb related to the field of sustainability. The most popular verbs used were “protect” and “prevent”. These verbs were mostly used to specify the purpose and the goal of the product. “Full spectrum SPF 20 moisturizer protects against the sun's harmful UVA and UVB rays.” (online 11). As in this example company “100% pure” uses the verb protects to indicate the function of the moisturiser. What concerns the verb “preserve”, the company “Dzintars” used it to indicate the natural features of the ingredients “At the base of all SPA Premium products is a rich palette of natural oils and plant extracts manufactured according to a special soft technology which makes possible to preserve the useful properties of plants to the maximum.” (online 9). The other brands used these verbs in similar manner.

4.2.2 Ecolabels in the product descriptions

Many companies choose to label their products with different ecolabels to give the message of the fact how product was made, what is used to make this product, what is not and about the fact how it can be recycled and what is their ecological footprint on the planet to their customers quicker and make the product more trustworthy, that is why this research also focused on the fact how the ecolabels were used and what is the correlation between word classes and the usage of these labels. It is important to point out that the ecolabels analysed were taken only from the descriptions of the products and the pictures the company offer in their product descriptions.

The first company analysed was the Latvian cosmetics brand “Dzintars”. The analysis of the words used to describe sustainability showed that the company had used 115 words from different word classes, which placed them in the third position with 23% in comparison to other companies (see figure 4.2.). However, this company does not use any ecolabeling in its product packaging or in its product description, therefore these ecolabel names did not contribute in the count of the words analysed in comparison to the other companies.

The next company analysed was the global, well known cosmetics brand “Dove”. This company had the least words addressing the “green” thinking. Only 49 words, which in comparison to the other brands were only 10% (see figure 4.2.) The “Dove” did not use ecolabels in their product descriptions, although they do mention that some of their products are cruelty free, but there is no evidence of ecolabel on the packaging or anywhere in the product description that is represented in the webpages provided pictures there were no ecolabels that confirm that. However, there are placed some ecolabels on the back of the packaging, as it can be seen in the figure 2.3., on the packaging of face moisturizer there is an ecolabel indicating recycling and provided a webpage where the consumer can go to gather more information on the fact how this packaging can be recycled. As well, there is a label called “Unilove”, however it is not clear what the label stands for and by inserting the name of the label in the google search engine no useful information appear, therefore this makes the product more confusing to the customer. These labels did not contain names on the packaging, therefore similarly as “Dzintars”, these words did not contribute to the frequency analysis of words used in the sustainability context in the product descriptions.



Figure 2.3. The ecolabels on the “Dove” products (Online 10)

The next company analysed was the brand “100% pure”. This company had used a lot of words describing sustainability. This brand also used quite a lot of ecolabels in the descriptions of the products, as well as on the product itself. As it can be seen in the figure 2.4. the company are placing little ecolabels with explanatory names next to them such as adjectives “vegan” and “natural” and phrase “cruelty free” describing the product, which was also included in the count when analysing the words in sustainability context in the descriptions. There was also an ecolabel symbolising that the product is gluten-free, but this phrase was not included in the analysis, since the word did not appear in the sustainability lexicon provided in the theory of the thesis by which these words were categorised as “sustainability describing words”. It is important to point out that these labels appeared in almost every product description with some exceptions where the product was not applicable to what these labels represent, therefore they were excluded or replicated, for example, instead of having “vegan”, the company indicated that its “vegetarian”.

Fermented Rice Water Cleanser

 Natural  Vegan  Cruelty Free  Gluten Free

Figure 2.4. Ecolabels in the descriptions of “100% pure” company’s products (Online 11)

The 100% pure brand used ecolabels not only in their product description, but also placed them on the packaging of the products. As it can be seen in the figure 2.5. they did not put specifically recognisable ecolabels on the product, but just words “natural” and “vegan”, emphasising that on the packaging of the product. However, the company have placed a certificate from USDA that this product is recognised as being organic.



Figure 2.5. The ecolabels on the “100% pure” products (Online 11)

The next brand that was analysed, which also had the most words used in the context of sustainability was the cosmetics brand “Lush”. In the product descriptions the company have placed an ecolabel on the top of the page indicating, for example, the product is vegan. For some product they have a picture of how the product looks like and has an ecolabel in the corner of the picture as it can be seen in the figure 2.6. There is not available information if they have any labels on the packaging they use, because they do not provide graphic materials of what kind of packaging they use to deliver or sell the products, because the company is supporting the “zero waste” lifestyle and is promoting themselves as packaging-free company.



Figure 2.6. The ecolabels on the “Lush” products (Online 12)

It is important to point out that the “Lush” company had a list of their own ecolabels on the very bottom of every page, which can be seen in figure 2.7. However, these words were not considered in the analysis. Although they were placed in the same page where was the description of the product, it appeared on every single page and it was not used as a part of the description.

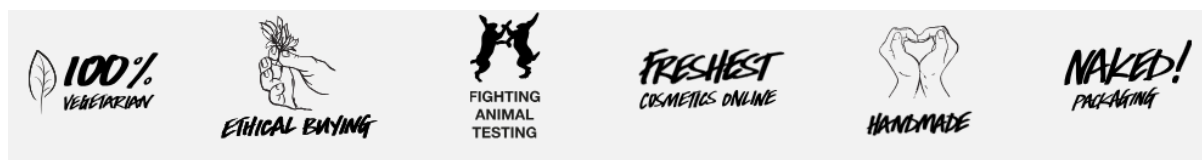


Figure 2.7. Ecolabels in “Lush” company’s products (Online 12)

It is important to recognise that there is a correlation between ecolabels and the word classes of words describing sustainability in the beauty product descriptions. The most popular word classes were adjectives and phrases which are also the classes used to name the ecolabels.

To summarise the chapter IV there was done a case study of four different beauty industry companies and analysed the words and their class that were used in their product descriptions. The most frequently used word classes were adjectives and phrases. The companies that used the most sustainability lexicon were brands “100% pure” and “Lush”, the companies that also are claiming to be very eco-friendly and sustainable. Conducting the analysis, it has been concluded that there is correlation between usage of ecolabels and the word classes, because the names of the ecolabels are in the most frequently used word class group.

CONCLUSIONS

The present study was conducted with the purpose to analyse the word classes used when speaking of sustainability and “green” thinking in the beauty industry. Therefore, four different cosmetics companies were selected and in their product descriptions were analysed words that are typically used in the context of sustainability. To achieve this, three research questions were set - which word classes are the most used in the description of the environmentally green products? What is the correlation between Eco marks and word classes? Which companies use more sustainability supporting lexicon? To answer these questions there was conducted a broad literature review about the “green” and sustainable world perception, about word classes and also the theoretical sources of the most frequently used words when discussing sustainability.

The theoretical background provided a framework for the empirical part of the research, providing the knowledge about the word classes by Biber, Conrad, Leech (2002), Crystal (1995) and Eastwood (1994). J. Ottman (2011), MacDonald, M. (2002), M. Lindsley (2008) and many others have provided theoretical sources for sustainability and green thinking, and the theory on the lexicon used to discuss sustainability by Adela Fofiu and Raluca Igret (2018) was used for the basis of the research.

The case study showed that most frequently used word class in the environmentally beauty product descriptions were adjectives. The analysis concluded that there is a correlation between the Eco marks used and the word classes, because the names of these semiotic marks fell into the largest group of word classes and they were used the most in the companies which had the most sustainability lexicon used in their product descriptions. The company that had the most sustainability supporting lexicon was the cosmetics company Lush.

However, there were several limitations to the present study. Firstly, only four companies were analysed and only 20 products of each company. For more accurate analysis there should be a larger sample of data analysed. Secondly, the words used in the context of sustainability are developing every day, because this topic is becoming more relevant every day, therefore the larger data base of sustainability lexicon could be used for further study. Thirdly, since the analysis focused on the word that are typically used when talking about sustainability and was based on the list of sustainability lexicon provided by the authors in the literature review, there were cases where the word from the list was used, however, it was not used in the sustainability context. In order to get more precise data these limitations should be considered in the future research.

THESIS

1. Aras, Güler, David and Crowther (2009) claim that ‘green development – particularly of the deep green variety – is something which is generally differentiated from sustainable development in that green development prioritises what its proponents consider to be environmental sustainability over economic and cultural considerations.’ (ibid. 32)
2. Crowther (2009) reviles that ‘at the broadest definitions sustainability is concerned with the effect which action taken in the present has upon the options available in the future’ (24).
3. The main issues concerning sustainability is energy and the problem with consumer purchasing habits and waste management. Businesses are taking this movement as an advantage and are using it vilely in the marketing.
4. Parts of speech is a division of the words into several distinct classes. This is one of the most important elements in the languages all over the world. (Teschner, Evans 2007:5)
5. According to the Eastwood (1994), there are eight main word classes: nouns, pronouns, adjectives, verbs, adverbs, prepositions, conjunctions, determiners (Eastwood 1994:3).
6. “Green” thinking and sustainability supporting lexicon is widely used and it has wide variety of different terminology and words used in this field, in addition, the vocabulary is developing daily, because this topic is being researched and talked about from time to time.
7. The most frequently used word class among sustainability supporting lexicon in the beauty product descriptions was adjectives. The companies that used the most sustainability lexicon were brands “100%” pure and “Lush”, which were the companies that also are branding themselves as eco-friendly and sustainable companies.
8. There is a correlation between the Eco marks used and the word classes. The names of these semiotic marks were grouped in the word class that was used the most among all product descriptions, in addition, the Ecolabels were used mostly by the companies that also demonstrated the usage of sustainability supporting lexicon the most.

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12. Online 12. Available from: <https://uk.lush.com> [accessed May 07, 2019]

APPENDIX

Appendix 1

Media/Guardian	18	social future time environment waste areas trade increase recent provide report action large levels current real improve rights systems costs
Media/BBC	9	sustainability people world global food years climate environmental local change community life university time place land system living home society
Media/Independent	16	sustainable business water environmental development companies businesses hemp environment company it's emissions green industry pollution plastic goals care
Media/Politico	16	home brexit politics supermarkets nhs worst read theresa crisis they're department shirt trust student win marriage class threats statistics logo
Government/EU	0	social sustainable public time food growth environment make business environmental including international impact services system industry access data country products
Civil Society/GENE	0	environmental sustainability sustainable climate company it's report emissions green home power farmers carbon access data communities land goals air human
Civil Society/GEN	3	social food work business public waste report environmental make sustainability growth years data government part industry development impact change services

Source: Adela Fofiu, Raluca Igreț, 2018, An Institutional Vocabulary for Sustainability. The Computational Approach. Studia Universitatis Babes-Bolya. (68, 69)

Appendix 2

Words for *Going Green*

Find words and phrases to describe going green for your product, business, or personal life.

Adjectives	Nouns	Verbs	Negatives	Phrases	
all-natural			energy-efficient	innovative	recyclable
alternative			energy-saving	less toxic	recycled
balanced			environmental	less wasteful	renewable
beneficial			environmentally conscious	local	resource-saving
biobased			environmentally friendly	locally grown/raised	resourceful
biodegradable			environmentally responsible	long-lasting	responsible
biodynamic			ethical	low-impact	revolutionary
chemical-free			fair trade	natural	safe
clean			farm-raised	naturally	salvaged
co-op			free range	naturally derived	single-origin
community			good-for-the-earth	next to natural	sustainable
conscious			good-for-you	non-toxic	toxin-free

Source: <https://www.words-to-use.com/words/going-green/>

Appendix 3

	Type	DZINTARS	DOVE	100% PURE	LUSH
1	BODY MOISTURISERS	https://dzintars.com/en/skincare/body/lotions/moisturising-body-lotion-aroma-mango-and-blue-berry?mode=katalogs	https://www.dove.com/uk/skincare/body-lotion/dermaspa-goodness-body-lotion.html	https://www.100percentpure.com/collections/moisturizers/products/brightening-serum	https://uk.lush.com/products/shower-gels-jellies/argan-dragon-shower-oil
2		https://dzintars.com/en/skincare/face/creams/universal-cream-for-children-kredo-natur?mode=katalogs	https://www.dove.com/uk/skincare/body-lotion/essential-body-lotion.html	https://www.100percentpure.com/collections/moisturizers/products/multi-vitamin-antioxidants-ultra-riche-pm-treatment	https://uk.lush.com/products/dream-cream
3		https://dzintars.com/en/skincare/body/lotions/body-balm-for-all-skin-types-kredo-natur?mode=katalogs	https://www.dove.com/uk/skincare/body-lotion/nourishing-secrets-replenishing-body-lotion.html	https://www.100percentpure.com/collections/moisturizers/products/tomato-lycopene-spf-20-moisturizer	https://uk.lush.com/products/lavender/sleepy
4		https://dzintars.com/en/skincare/body/lotions/anti-cellulite-gel-antioxidant-series?mode=katalogs	https://www.dove.com/uk/skincare/body-cream/nourishing-secrets-restoring-body-cream.html	https://www.100percentpure.com/collections/moisturizers/products/green-tea-egcg-concentrate-cream?variant=1730069692440	https://uk.lush.com/products/sympathy-skin

5	FACE MOSTURISER	https://dzintars.com/en/skin-care/body/yoghurts/face-and-body-yogurt-for-all-skin-types-with-pomegranate-aroma-kredo-natur?mode=katalogs	https://www.dove.com/uk/skin-care/body-cream/dermaspa-goodness-body-cream.html	https://www.100percentpure.com/products/organic-argan-oil	https://uk.lush.com/products/sun-care/sesame-suntan-lotion
6		https://dzintars.com/en/skin-care/face/creams/anti-wrinkle-day-cream-opera?mode=katalogs	https://www.dove.com/us/en/men-care/washing-and-bathing/body-face-bars/men-care-aqua-impact-body-and-face-bar.html	https://www.100percentpure.com/collections/moisturizers/products/green-tea-spf-30	https://uk.lush.com/products/skin-drink
7		https://dzintars.com/en/skin-care/face/creams/nourishing-and-moisturizing-day-cream-for-normal-and-combination-face-and-neck-skin?mode=katalogs	https://www.dove.com/us/en/dermaseries/face-care/face-cream/dermaseries-dry-skin-relief-over-night-face-cream.html	https://www.100percentpure.com/collections/moisturizers/products/brightening-serum	https://uk.lush.com/products/neroli/gorgeous
8		https://dzintars.com/en/skin-care/face/creams/natures-recipe-white-chocolate-night-cream-for-dry-and-normal-face-skin?mode=katalogs	https://www.dove.com/us/en/men-care/face-care/face-cream/men-care-hydrate-face-lotion.html	https://www.100percentpure.com/collections/moisturizers/products/retinol-restorative-neck-cream	https://uk.lush.com/products/skinshangri-la
9		https://dzintars.com/en/future-formula/stem-cells/future-formula-stem-cells-day-cream?mode=katalogs	https://www.dove.com/us/en/dermaseries/face-care/facial-cleansing/dermaseries-dry-skin-relief-face-bar.html	https://www.100percentpure.com/collections/moisturizers/products/retinol-restorative-over-night-balm	https://uk.lush.com/products/cosmetic-lad

10		https://dintars.com/en/skincare/face/creams/anti-wrinkle-nourishing-day-cream-cream-for-dry-and-sensitive-face-skin-real-dream-anti-wrinkle?mode=katalogs	https://www.dove.com/us/en/dermaseries/face-care/face-cream/dermaseries-dry-skin-relief-spf15-face-cream.html	https://www.100percentpure.com/collections/moisturizers/products/multi-vitamin-antioxidants-ultra-riche-pm-treatment	https://uk.lush.com/products/moisturisers-and-facial-oils/enzymation
11	FACE CLEANSER	https://dintars.com/en/skincare/face/micellar-water/micellar-water-for-eye-makeup-removal-kredonatur?mode=katalogs	https://www.dove.com/us/en/washing-and-bathing/beauty-bar/white-beauty-bar.html	https://www.100percentpure.com/collections/cleansers/products/rose-micellar-cleansing-water	https://uk.lush.com/products/cleansers-scrubs/jade-roller
12		https://dintars.com/en/skincare/face/milk/delicate-cleansing-milk-for-dry-and-sensitive-face-skin-organic-style-clean-skin?mode=katalogs	https://www.dove.com/us/en/washing-and-bathing/beauty-bar/purely-pampering-relaxing-lavender-beauty-bar.html	https://www.100percentpure.com/collections/cleansers/products/fermented-rice-water-cleanser?variant=1730295103512	https://uk.lush.com/products/cleansers-scrubs/virgin
13		https://dintars.com/en/skincare/face/milk/tonifying-cleansing-milk-revival?mode=katalogs	https://www.dove.com/us/en/washing-and-bathing/beauty-bar/purely-pampering-relaxing-lavender-beauty-bar.html	https://www.100percentpure.com/collections/cleansers/products/tea-tree-willow-clarifying-cleanser	https://uk.lush.com/products/cleansers-scrubs/angels-bare-skin
14		https://dintars.com/en/skincare/face/milk/cleansing-milk-for-any-skin-type-antioxidant-series?mode=katalogs	https://www.dove.com/us/en/washing-and-bathing/beauty-bar/purely-pampering-relaxing-lavender-beauty-bar.html	https://www.100percentpure.com/collections/cleansers/products/argan-oil-creamy-cleanser	https://uk.lush.com/products/cleansers-scrubs/dark-angels

15		https://dintars.com/en/skin-care/face/face-scrub/face-scrub-antioxidant-series?mode=katalogs	https://www.dove.com/us/en/washing-and-bathing/beauty-bar/purely-pampering-relaxing-lavender-beauty-bar.html	https://www.100percentpure.com/collections/cleansers/products/charcoal-clay-cleanser	https://uk.lush.com/products/cleansers-scrubs/herbalism
16	HAIR CARE	https://dintars.com/en/hair-care/masks/mask-for-all-hair-types-roma-mango-and-blueberry#	https://www.dove.com/us/en/hair-care/shampoo/intensive-repair-shampoo.html	https://www.100percentpure.com/collections/shampoo/products/yuzu-and-pomelo-glossing-shampoo-13oz	https://uk.lush.com/products/shampoo/dear-john
17		https://dintars.com/en/hair-care/shampoos/shampoo-for-all-hair-types-spa-premium-roma-mango-and-blueberry	https://www.dove.com/us/en/hair-care/shampoo/daily-moisture-shampoo.html	https://www.100percentpure.com/collections/shampoo/products/honey-virgin-coconut-restorative-shampoo-13oz	https://uk.lush.com/products/fairly-traded-honey
18		https://dintars.com/en/hair-care/shampoos/shampoo-for-all-hair-types-spa-premium-roma-pink-greipfruit	https://www.dove.com/us/en/hair-care/shampoo/volume-and-fullness-shampoo.html	https://www.100percentpure.com/collections/shampoo/products/kelp-mint-volumizing-shampoo-13oz	https://uk.lush.com/products/shampoo/jumping-juniper
19		https://dintars.com/en/hair-care/anti-hair-loss-balm/future-formula-sos-anti-hair-loss-balm	https://www.dove.com/us/en/hair-care/shampoo/thickening-ritual-shampoo.html	https://www.100percentpure.com/collections/shampoo/products/burdock-neem-healthy-scalp-shampoo-13oz	https://uk.lush.com/products/shampoo/fix
20		https://dintars.com/en/hair-care/shampoos/shampoo-for-all-hair-types-spa-premium-roma-juicy-peach	https://www.dove.com/us/en/hair-care/shampoo/soothing-moisture-anti-dandruff-shampoo.html	https://www.100percentpure.com/collections/shampoo/products/grow-more-shampoo	https://uk.lush.com/products/shampoo/curly-wurly

Appendix 4

		DZINTARS	DOVE	100% pure	LUSH
1	BODY MOSTURISERS	environment, natural (5), protect, harmful, clean, innovative, preserve	Natural (2)	Natural (3), vegan, cruelty free, chemical, plant-based	vegan, natural, not tested on animals, safe
2		Protect, natural, action	Natural (2)	Natural, vegan, cruelty free, clean	Organic (4), Fair trade (3), vegan, natural, safe, naturally, not tested on animals
3		natural (3), prevent, action	Natural (1)	Natural, vegan, cruelty free, protects (2), protection, harmful, environmental, pollution	vegan, fair trade, organic (3), natural, safe, naturally, not tested on animals
4		health, environment	-	Natural, vegan, cruelty free, protects, protective, environmental damage (2)	Vegan, organic (5), fair trade (4), natural, safe, naturally, not tested on animals
5		natural (4), action	Natural (2)	Natural, vegan, cruelty free, naturally	natural, safe, naturally, not tested on animals, vegan, Organic, (5), natural, fair trade (2)
6	FACE MOSTURISER	protects, harmful, environment, natural (2)	Healthy (3), cleans, clean,	Natural, vegan, cruelty free, harmful (2), protection, natural (2), protective, environmental protection	Vegan, organic (6), natural, naturally, safe, not tested on animals
7		natural (6), organic,	Cruelty free, natural,	Natural (3), vegan, cruelty free, plant-based, chemical,	Organic (11), natural, naturally, safe, not tested on animals
8		nature (3), natural (7), prevent, environment,	-	natural, cruelty free, reduces,	protects, organic (6), natural, naturally, safe, not tested on animals
9		natural (2)	Cruelty free, natural,	natural, cruelty free, vegan (2), organic, protects	organic (6), natural, naturally, safe, not tested on animals, protect,

10		-	Cruelty free, natural (2), pollution-protection	Natural, vegan, cruelty free, clean, protects, healthier	Vegan, organic (9), natural, naturally, safe, not tested on animals
11	FACE CLEANSER	natural (5), action	natural, (3)	Natural, vegan, cruelty free, environmental, chemical,	vegan, clean, organic, natural, naturally, safe, not tested on animals
12		Natural (2), organic (6), ecofarming, clean,	natural (3)	Natural(2) vegan, cruelty free, organic (16)	vegan (2), organic (6), clean (2), natural, naturally, safe, not tested on animals
13		Natural (2) environmental	natural (3)	Natural (2), vegan, cruelty free, organic (14)	vegan, natural, naturally, safe, not tested on animals
14		harmfull environment	natural (3)	vegetarian, harmful, organic (3)	vegan, natural, naturally, safe, not tested on animals, clean, organic (2)
15		natural, environment (2) harmful	natural (3)	natural, cruelty free, vegan, healthy, naturally, organic,	vegan, clean, natural, naturally, safe, not tested on animals
16	HAIR CARE	natural (5), energy	healthier	vegan, chemicals, organic (3)	naturally, safe, not tested on animals, vegan, organic (2)
17		natural (7), energy, healthy	healthier	vegetarian, chemicals, organic (4)	natural (2) naturally, safe, not tested on animals
18		natural (7), energy, healthy	healthy	nature`s, chemicals, chemical, vegan, organic (4)	natural ,naturally, safe, not tested on animals, vegan, clean,
19		natural (3) environmental pollution, energy,	healthy, nature,	healthy, chemicals, vegan, organic (2), healthier	Vegan (2), organic (5), natural, naturally, safe, not tested on animals,
20		natural (7), energy, healthy	-	natural (2), vegan, cruelty free, organic (4)	natural, naturally, safe, not tested on animals, organic (4)

Dokumentārā lapa

Bakalaura darbs „Green” and Sustainable World Perception Concept in Business Environment Texts” (“Zaļās” un Ilgtspējīgās Pasaules Uztveres Konceptija Biznesa Vides Tekstos) izstrādāts LU Humanitāro zinātņu fakultātē.

Ar savu parakstu apliecinu, ka pētījums veikts patstāvīgi, izmantoti tikai tajā norādītie informācijas avoti un iesniegtā darba elektroniskā kopija atbilst izdrukai.

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30. 05. 2019.

Rekomendēju/nerekomendēju darbu aizstāvēšanai

Vadītāja: lektore Ilze Ruža

30. 05. 2019.

Recenzents:

Studiju metodiķe:

Darbs iesniegts Anglistikas/Sastatāmās valodniecības un tulkošanas nodaļā 30. 05. 2019.

Darbu pieņēma:

Darbs aizstāvēts bakalaura gala pārbaudījuma komisijas sēdē

2019. gada..... jūnijā, prot. Nr., vērtējums

Komisijas sekretāre: