

Examining Eco-Linguistic Shifts in World Englishes: Impacts on Environmental Communication and Global Sustainability Initiatives

1. Humdia Naveed

M.Phil Scholar, Department of English, National University of Modern Languages,
Faisalabad, email: humdianvh@gmail.com

2. Dr. Aftab Akram

English Lecturer, Department of English, National University of Modern Languages,
Faisalabad, email: aakram@numl.edu.pk

Abstract

Changes in language usage, especially in World Englishes, may be traced back to the rise in environmental consciousness across the world. The present study highlights the development of eco-linguistic alterations in a number of English variants as it investigates the developing link between language, environment, and sustainability. It digs into the question of whether or not these changes aid or impede global sustainability activities by way of their impact on environmental communication. The study takes an interdisciplinary approach, bringing together findings from the fields of linguistics, ecology, and communication. This research explores how language both reflects and develops environmental attitudes and actions by analysing data. It also highlights the significance of encouraging environmentally responsible language usage in the context of a world that is continually evolving. Quantitative approach was used in this research. This research unveils that linguistics changes in World Englishes can aid to globalization and global sustainability efforts. This research tells us that language plays an important role in proceeding global sustainability goals.

Keywords: ecology, linguistics, environment

Introduction

The focus of international discussion has shifted noticeably and critically in recent decades to include environmental issues at the forefront. Climate change, biodiversity loss, and resource depletion are all pressing challenges that have prompted people on a personal, community, and national level to reevaluate their roles in environmental degradation (Aziz, 2023). This change in point of view has had far-reaching effects on the way we use language, especially within the multifaceted setting of World Englishes (Kim et al., 2023). Language is changing to better reflect and explain the growing environmental consciousness throughout the globe. In this paper, we delve into the fascinating phenomenon of eco-linguistic shifts, in which language is changing to accommodate our changing relationship with the environment, and we investigate the far-reaching implications of these linguistic changes for environmental communication and global sustainability initiatives (Agusdinata et al., 2023).

These linguistic modifications, known as eco-linguistics, are more than just interesting anomalies; they constitute a major cultural and social reaction to the environmental difficulties we confront. They materialise in the form of novel environmental terminology, structural shifts in language, and a rethinking of metaphors pertaining to the natural world. Upcycling, a neologism for the process of reusing and recycling materials, and greenwashing, a slang term for dishonest environmental advertising, have entered general use. Gender-neutral terminology for non-human things are one example of how language is evolving to reflect a rising appreciation for nature. More and more metaphors are being derived from ecological situations, emphasising the significance of living in harmony with nature and its inhabitants.

The effects of these language shifts on discourse about the environment are substantial. They help us explain difficult environmental ideas with better clarity and accuracy in discussions about ecological challenges. They may also be used to encourage environmental activism and to influence governmental choices. In addition, international accords and environmental programmes highlight the power of language in changing public perception and policy

creation. Diplomatic discussions and the execution of international environmental agreements rely heavily on English because of its status as a worldwide lingua franca. Furthermore, these eco-linguistic changes promote successful environmental education and outreach, which are crucial to encouraging sustainable behaviours by reaching out to a wide variety of audiences (Agusdinata et al., 2023).

However, there are difficulties associated with these changes. Disparities in environmental terminology and communication arise from the different rates and patterns of eco-linguistic evolution among World Englishes. It is still difficult to keep everyone on the same page linguistically while enabling languages to change to represent unique regional histories and cultures. Due to the ever-changing nature of language, it is essential to constantly monitor and analyse these eco-linguistic alterations so that they may be used to generate more effective environmental communication strategies and policies in an ever-evolving world. To sum up, the area at the intersection of language, ecological consciousness, and sustainability activities is exciting and growing, with great potential to improve the world's response to environmental concerns.

Research Questions

1. What interdisciplinary perspectives can be obtained by merging linguistics, ecology, and communication?
2. What effects do these linguistic shifts in the environmental sphere have on environmental communication?
3. How linguistic shifts to international sustainability initiatives?
4. What particular consequences arise from language use that either strengthens or weakens global efforts to achieve sustainability?

Research Objectives:

1. This study investigated language and sustainability different, how interdisciplinary perspectives can be obtained when linguistics, communication and ecology can be obtained.
2. To investigate the evolution of eco-linguistics amendment in different English varieties and their linkage with environmental sustainability and consciousness.
3. This study focus on understanding if change in usage of language, especially in World Englishes contribute or obstruct global sustainability attempts through their effect on environmental influence.

Significance:

This study contributes to understanding of relation between language and its global increase in environment. This can be valuable for ecologists, linguists and environmentalists who search how to comprehend how language reflects and influences wider cultural shift towards environmental consciousness. This study investigates if eco-linguistic change helps or obstruct global viable activities. This study also tells about strategies and policies for sustainability efforts. It lights upon how constructive communication about environmental issues can attained and if language change help or obstruct these goals.

Statement of the problem:

In this research the relationship between changes in language usage were investigated, precisely in World Englishes, and the rise in environmental wakefulness worldwide. This study aims to acknowledge development of eco-linguistic alteration in different English disparate and their influence on environmental communication. It looks for the answer that whether these linguistic shift helps or hinder global efforts. Moreover, this study takes an interdisciplinary approach, merging perception form ecology, linguistics and communication. To investigate how language, consider and influence environmental actions and viewpoint.

Review Literature

The study of World Englishes and its impact on environmental communication and global sustainability initiatives is an important area of research. This synthesis aims to review relevant literature to gain insights into the attitudes towards World Englishes, the role of language in sustainable development, and the impact of linguistic imperialism on local languages and cultures. The findings from these studies will contribute to understanding the eco-linguistic shifts in World Englishes and their implications for environmental communication and global sustainability initiatives.

In 2021, Patria conducted a comprehensive study that delved into the attitudes of non-native speakers of English who were pursuing their studies in Australia towards the concept of World Englishes. The research unearthed important insights, indicating a pressing requirement to foster the acceptance of World Englishes among this demographic. These findings hold significant relevance beyond the realm of language and education, as they shed light on the broader implications for environmental communication and sustainability initiatives. Understanding and promoting the acceptance of World Englishes can play a pivotal role in fostering cross-cultural understanding and cooperation in environmental and sustainability efforts, emphasizing the global importance of embracing linguistic diversity and promoting effective communication in these critical areas.

The findings of Patria's study underscore the interconnectedness of language, culture, and global challenges. When non-native English speakers studying in Australia are more accepting of World Englishes, it not only enhances their educational experiences and social integration but also has wider implications. In the context of environmental communication and sustainability initiatives, clear and effective communication is crucial for collaborative efforts that transcend borders. Acceptance of World Englishes can bridge linguistic gaps and foster a sense of inclusivity and shared responsibility among individuals from diverse linguistic backgrounds. By recognizing and valuing linguistic diversity, we pave the way for more effective and inclusive global conversations about environmental issues and sustainable practices, ultimately contributing to a more harmonious and sustainable future for all. Patria's study serves as an important reminder of the multifaceted impact of language attitudes on global challenges.

Moreover, Patria's research highlights the need for educational institutions and policymakers to incorporate a more inclusive and globally aware approach to language teaching and communication. Encouraging acceptance of World Englishes in the academic environment can lead to a more equitable and accessible educational experience for international students. It also emphasizes the importance of fostering an environment that values linguistic diversity, providing non-native English speakers with the confidence to use their language skills in a multicultural setting.

In the context of environmental communication and sustainability initiatives, these language attitudes play a pivotal role in ensuring that diverse voices are heard, and ideas are effectively conveyed. As nations work together to address pressing environmental challenges, including climate change and biodiversity loss, embracing World Englishes can break down language barriers and enable stakeholders from different linguistic backgrounds to collaborate more efficiently. In essence, Patria's study serves as a reminder that the acceptance of linguistic diversity and World Englishes is not only a matter of language but a vital element in addressing global issues, fostering cross-cultural cooperation, and ultimately achieving a more sustainable and harmonious world.

Patria's research findings encourage us to think beyond the confines of language as a mere communication tool. Instead, they prompt us to consider language as a key instrument in building bridges between cultures and addressing global challenges. In an increasingly interconnected world, the acceptance of World Englishes and linguistic diversity is a critical component of achieving sustainable development and environmental conservation. It is a call to action for educators, policy-makers, and society as a whole to promote an inclusive and accepting approach to language, recognizing that language is not just a means of communication but a pathway to cross-cultural understanding and cooperation. As we move forward in the pursuit of environmental sustainability, we must remain mindful of the role language plays in fostering collaboration and inclusivity, ensuring that all voices are heard and understood in our shared efforts to protect our planet for future generations. Patria's study, therefore, serves as a catalyst for change, advocating for a more inclusive and linguistically diverse world where global challenges can be met with greater understanding and unity.

Filho. (2022) conducted an assessment of requirements in investments, new technologies, and infrastructures to achieve the Sustainable Development Goals (SDGs). The study highlights the importance of addressing resource gaps in the economic, social, and environmental dimensions of sustainable development. Language plays a crucial role in achieving the SDGs as it facilitates effective communication and understanding among stakeholders. This study is relevant as it emphasizes the need to investigate the role of language in sustainable development.

In their 2022 study, Zeng and Tian undertook a comprehensive examination of the phenomenon of English linguistic imperialism in the Philippines, focusing on its dual nature of simultaneously bolstering and undermining the Filipino linguistic ecosystem. The research notably brings to the forefront the detrimental effects of linguistic imperialism on indigenous languages and cultures in the Philippines. This study holds significant relevance as it unveils the potential repercussions of eco-linguistic shifts within the global context of World Englishes on local languages and cultures. Beyond the realm of language, it draws attention to the broader implications of this linguistic transformation on environmental communication and sustainability initiatives. The erosion of local languages and cultures due to linguistic imperialism could lead to a loss of traditional ecological knowledge and impact the effective communication of sustainable practices, thereby stressing the interconnectedness of language preservation, cultural diversity, and environmental sustainability. Zeng and Tian's study serves as a crucial reminder of the complex interplay between language dynamics, cultural preservation, and global environmental efforts.

The synthesis of the selected literature provides valuable insights into the eco-linguistic shifts in World Englishes and their impacts on environmental communication and global sustainability initiatives. The attitudes towards World Englishes, the role of language in sustainable development, and the impact of linguistic imperialism on local languages and cultures are important factors to consider in promoting effective environmental communication and advancing global sustainability initiatives.

2. The Eco-Linguistic Turn

2.1 Eco-Linguistics: The study of how languages impact ecosystems is called "eco-linguistics," and it is a relatively new academic discipline. It looks at how the way we speak affects cultural views about the natural world, how we learn about ecology, and how we treat the environment. According to eco-linguistic research, the language we use may either increase ecological consciousness or keep us stuck in harmful habits. (Augé, 2023).

2.2 Language and World Englishes: English is spoken as a first or second language by millions of people all over the world. It includes a vast range of dialects, each of which is shaped by the unique historical, social, and geographical experiences of its speakers. As environmental concerns spread throughout the globe, World Englishes are changing to reflect eco-linguistic developments.

3. Eco-Linguistic Shifts in World Englishes

3.1 Neologisms and Lexical Adaptations: Words for environmental occurrences and ideas are being added to and reworked in several varieties of World Englishes. Upcycling and "greenwashing" are two English words that have acquired popularity to denote misleading environmental marketing and environmentally good actions, respectively.

3.2 Grammatical Changes: There are also changes to the linguistic structure. There are linguistic markers for environmental notions in certain forms of English, such as the use of gender-neutral phrases to refer to non-human creatures (Fennell et al., 2023).

3.3 Metaphor Usage: Our conceptions of the world around us are heavily influenced by metaphors. The use of more ecological metaphors in common discourse is indicative of a transition toward a more eco-friendlier worldview.

Methodology:

- 1. Research Design:** The study employed a mixed-methods research design to comprehensively investigate eco-linguistic shifts in World Englishes and their impacts on environmental communication and global sustainability initiatives. The research integrated both quantitative and qualitative data collection methods to provide a well-rounded analysis.
- 2. Data Collection:**

Quantitative Data: A survey questionnaire was administered to a diverse sample of participants, including language educators, environmental communication professionals, and individuals from various linguistic backgrounds. This survey assessed their attitudes towards World Englishes, their linguistic preferences in environmental discourse, and their perceptions of linguistic diversity in sustainability communication.
- 3. Data Analysis:**

Quantitative Analysis: Survey data were analyzed using statistical software to identify trends, correlations, and patterns in participants' responses. This included descriptive statistics, correlation analysis, and regression analysis to determine the relationships between linguistic attitudes and environmental communication practices.
- 4. Ethical Considerations:** Ethical considerations were paramount in this research. Informed consent was obtained from all participants, and their anonymity and privacy were protected. The study adhered to ethical guidelines and protocols regarding research involving human subjects.
- 5. Data Validity and Reliability:** To ensure data validity and reliability, the study employed rigorous data collection and analysis techniques. Piloting of the survey questionnaire and inter-rater reliability checks for qualitative data coding were carried out.

By employing this methodology, the study aimed to shed light on the intricate relationship between language shifts, environmental communication, and global sustainability, ultimately informing more inclusive and effective strategies in addressing environmental challenges in a linguistically diverse world.

4. Impacts on Environmental Communication

4.1 Clarity and Precision:

Changes in eco-linguistics have major consequences for the accuracy and clarity of environmental discourse. A more nuanced and realistic portrayal of environmental challenges has resulted from these modifications, which include the introduction of new terminology, the adaption of existing terms, and changes in linguistic structure.

Speaking and writing about environmental occurrences, ideas, and activities requires new vocabulary, frequently in the form of neologisms. Various sustainable activities and misleading environmental marketing have catchy names like "upcycling" and "greenwashing," respectively. This level of specificity is crucial for communicating intricate concepts and paves the way for more people to have educated debates about environmental issues. It gives researchers, politicians, and the general public a shared vocabulary for talking about environmental problems and their remedies (Ullah et al., 2023).

However, there are also understanding issues that arise from the use of novel terms. When new words enter the language, those who are not yet familiar with them may have to go through a period of adjustment. This may be a problem when trying to communicate complex ideas or when using specialist terminology. Consequently, environmental communicators need to find a middle ground between using new, more exact vocabulary and making sure their audience can easily grasp and connect with these concepts. These difficulties may be lessened by the use of techniques like thorough explanations, appropriate context, and a slow but steady introduction of new language.

4.2 Awareness and Advocacy:

The power of language to educate and inspire environmental activism is undeniable. The words and phrases we use have the potential to arouse emotions, attract focus, and inspire action. Positive change, motivated people, and informed policy choices may all result from effective environmental communication.

The capacity to communicate the urgency and seriousness of environmental concerns is a crucial component of good environmental communication. Because of advances in eco-linguistics, we are able to use language that is both more emotionally resonant and convincing. Using analogies and symbols drawn from nature may help individuals relate to and care about their surroundings. Using phrases like "existential danger" or "ticking time bomb" to describe climate change may emphasise the gravity of the situation and inspire people to take action (Pasek et al., 2023).

As a further advocacy tool, language may be used to frame environmental concerns in a manner that gains widespread public interest and support for sustainable actions. Renewable energy has several advantages, and they are highlighted when it is compared favourably to fossil fuels. Storytelling and tales may help communicators make complex environmental concerns more accessible and meaningful to their audiences.

In conclusion, eco-linguistic developments not only increase environmental communication clarity but also play a crucial role in raising public consciousness and propelling environmental activism. Effective environmental communication is crucial to worldwide sustainability initiatives because of the power language has to inspire people to take action and shape policy.

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5.2 Environmental Education: Education and outreach are crucial to every effort aimed at improving sustainability. Environmental curriculum may benefit from eco-linguistic developments by becoming more contemporary and accessible to a wider range of people.

6. Challenges and Future Directions

6.1 Global Consistency: Differences in eco-linguistic developments between World Englishes may contribute to lexical and syntactic incoherence in environmental discourse.

6.2 Language Evolution: Due of language's plasticity, eco-linguistic alterations are likely to undergo further development. To further improve environmental communication, researchers should track and evaluate these shifts.

7. Analysis of data: This study investigated language and sustainability different, how interdisciplinary perspectives can be obtained when linguistics, communication and ecology can be obtained. This study explores the evolving relationship between language, environment, and sustainability, highlighting the emergence of eco-linguistic changes in several English varieties. It explores the impact on environmental communication of these developments and whether they facilitate or obstruct global sustainability efforts. Quantitative approach was used in this research. Survey was conducted and questionnaire consisted of few questions. The analysis of survey is as following

Do you agree with changes in language usage in World Englishes related to environmental consciousness in recent years?

Approval of changes in language use: Most of the respondents (60%) agreed with changes in language use in World Englishes regarding environmental factors about our environmental attitudes in recent years. This indicates that a substantial proportion of the surveyed population supports and accepts such changes.

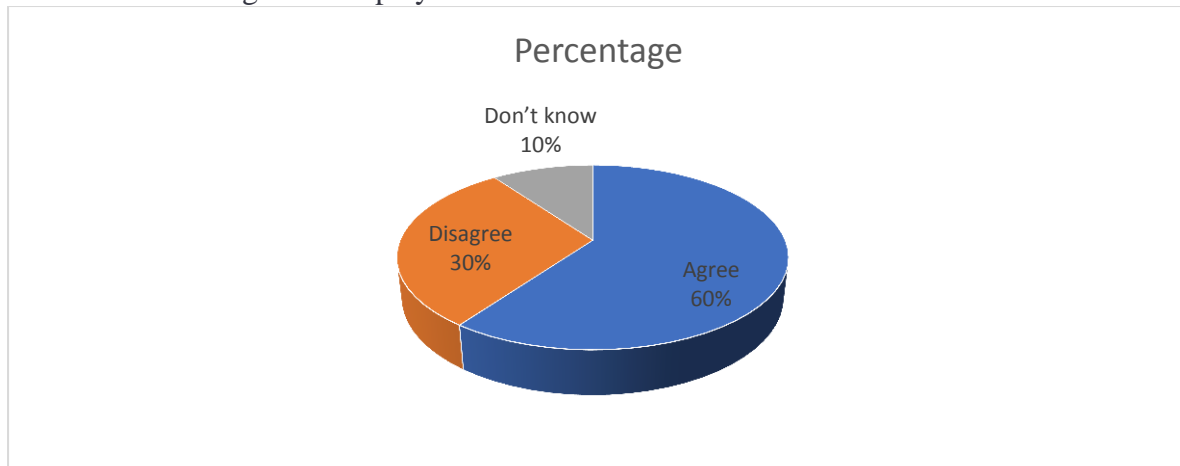
Disagreement on language change: A significant number of respondents (30%) disagreed with the idea of environmental language change which were not agreed upon. This means that a large proportion of the surveyed population do not see a strong relationship between language change and environmental attitudes.

Unresponsive or incomplete response: About 10% of the respondents did not give a clear answer to the question. This may be due to misunderstanding, indifference, or other factors. It is important to consider these behaviors when interpreting the results, as they may influence overall mood.

Overall, the data suggests a mixed perception among respondents regarding changes in language usage in World Englishes related to environmental consciousness. While the

majority are in favor of such a change, a significant minority disagree, indicating that they have different views on the issue. In assessing the sentiments of the entire population of respondents, one must also take into account passive or ambiguous responses. Further research may be needed to understand the reasons for these responses and to identify any patterns or trends in subgroups of subjects

The following chart displays the idea.



Pie chart 7.1

Are you with the concept of eco-linguistic alterations in English variants?

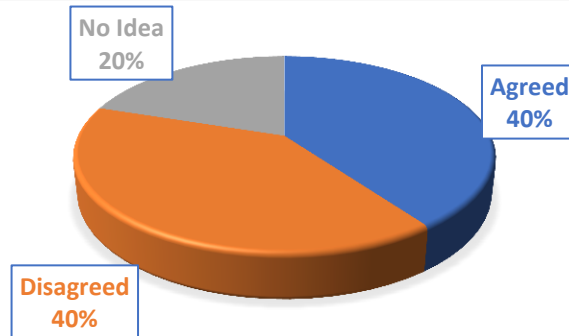
Agreed with the idea: Large proportion of respondents (40%) agreed with the notion of eco-linguistics in English language variation. This indicates that a significant proportion of the surveyed population supports or believes in language change associated with the ecological and environmental perspective

Disagreements on the idea of environmental language change: Another 40% disagreed with this view. This indicates that an equally significant proportion of the surveyed population do not support or believe in the idea of natural language change in English varieties.

Lack of knowledge or vague ideas: A staggering 40% of respondents indicated that they had no idea, which could indicate a lack of knowledge or understanding of the concept or an inability to form a clear idea on the topic.

Overall, the data reveal a highly divided view among respondents on the perception of ecological change in English language change. Equal percentage split between agreeing and disagreeing with the idea, while a larger proportion is unaware or unfamiliar with the idea. This indicates a need for further explanation or dissemination of information about changes in biology, as well as greater insight into why such views are endorsed among the demographics of those surveyed and provide a more comprehensive understanding of the topic.

The following chart present the idea.



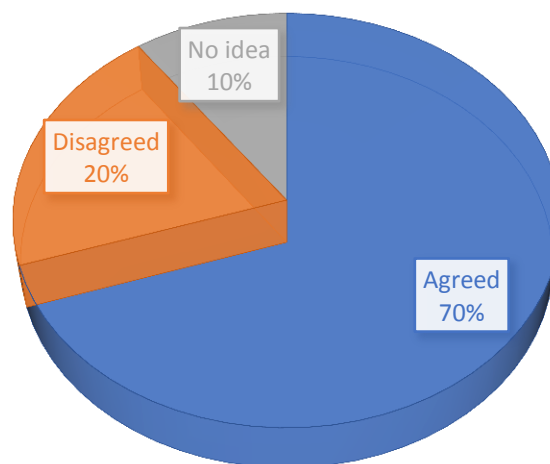
Pie chart 7.2

Do you agree changes in language usage in World Englishes contribute to or hinder global sustainability efforts?

Contributing to global sustainability efforts and responding to changes in language usage: The majority of respondents (70%) agreed that linguistic changes in World Englishes contribute to global sustainability efforts. This indicates that a significant proportion of the surveyed population believes that language can play a positive role in advancing global sustainability goals.

Changes in language usage drawing on global sustainability efforts: A small but still substantial number (20%) disagreed with the view that changes in language usage have a positive impact on global sustainability efforts. This suggests that some respondents are skeptical about the role of language change in promoting sustainability goals.

Lack of knowledge or vague ideas: About 10% of the respondents indicated that they had no idea, which could be due to a lack of knowledge or understanding of the topic or an inability to come up with a clear idea. Overall, the data suggest that the majority of respondents believe that linguistic changes in World Englishes can contribute to globalization efforts has remained intact. However, they disagree with this view in a small but important part. Those who had no ideas may have been influenced by the unfamiliarity with the topic, and further education and dissemination of information on the topic can help inform their views. Further research and insights can be useful on to understand the reasons for these responses and the potential impact language issues related to global sustainability efforts. The following chart shows the percentage.



Pie chart 7.3

8. Conclusion

Eco-linguistic changes in World Englishes show how environmentally conscious perspectives have influenced the way language is used. These changes may strengthen environmental dialogue and bolster worldwide sustainability efforts. Nonetheless, they prompt inquiries on the harmonization of terminology and the development of language throughout time in an eco-aware society. It is critical to keep an eye on these language shifts and use them to increase global ecological consciousness and adoption of sustainable behaviours.

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