



Rhetorical Analysis of Environmental Activists

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The impact of the human-caused environmental issues on people's daily lives is almost imperceptible. Yet, many researchers sound the alarms, citing a variety of studies that show there are indeed serious reasons to be concerned. However, their voices are not enough to reach the mass audience, and politicians perform most of the heavy verbal lifting, many of whom have their own agenda. As time goes by, it becomes more and more clear that we are not doing a good enough job to solve the rising environmental problems.

The green parties are the first entity that comes to mind when discussing the effort to combat environmental issues. They are present in almost every democratic country in the world but are yet to see any significant success in their quest to use government resources to help the Earth. Their ideas are not the problems as much as how they present them to the public. Any electorate is, first and foremost, self-serving. Still, there is nothing wrong with that. This is just a quirk of human character that absolutely needs to be taken into account when attempting to influence their opinion on any given subject. By analyzing their speeches, it is clear that they consistently fail to appeal to the self-serving interests of the public. Alternatively, they fail to stress the priority that would prompt their electorate to be more proactive and expand.

When we turn our attention outside of political entities into the world of purely private or semi-private effort, the most bright example of the green cause populist is probably Greta Thunberg. There are very few people out there who have not at least heard of her. Most commonly due to her passionate speech at the UN Climate Action summit. Her appeal to the audience's emotions is hard to ignore. It is also much easier to use in any promotional material



due to how easily it manages to provoke a response from the listeners. It took her opponents quite a while to tackle the points she raised in her speech. By the time they have managed to retort, it has already caused more effect than anyone could have imagined, the videos of that speech making it to the most remote corners of the internet. This is an example of an efficient marketing-like strategy that the green cause could use.

It is evident that modern problems require modern solutions. Ones that the established political powers are currently unable to provide. Environmental problems should be tackled with a united effort which must be powered by a united and lasting interest. That is why political means fail where marketing tricks prevail. Instead, we should use the full range of tools available to us to sway public opinion and focus their attention on important global issues.

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