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A CRITICAL METAPHOR ANALYSIS OF ENVIRONMENTAL DISCOURSES IN THE PHILIPPINE SETTING

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ABSTRACT

This research employed Critical Metaphor Analysis to examine the inaccuracies embedded in metaphors within the environmental discourses in the Philippines from a corpus of 30 documentary films. The study involved interviews with 5 science teachers and 5 senior high school students in the metaphor analyses. The pre-metaphor analysis level encompassed the discussions on pollution, climate change, biodiversity loss, and nature conservation. During the metaphor identification level, 35 conceptual metaphors containing inaccuracies were identified such as paradise, festival, treasure, refuge, landscape, society, patient, lungs, psychological disorder, sinking ship, waterworld, victims, battle, karma, last forest, symbols of freedom, burning, and simple solution domains. These are grouped into 12 conceptual keys such as ideal place, home, threat, interconnected system, living organism, monster, war, cause and effect, unrestricted movement, combustion, and simple solution source domains. At the metaphor interpretation phase, topics comprised conservation, preservation, and natural value; resource value and commodification of nature; waste and pollution; climate change and environmental degradation; and human influence and environmental ethics. The identified metaphors were characterized by orientational (5), ontological (17), and structural (13) mappings, with 23 metaphors conveying alarmist tones and 12 relational and hopeful tones. Purposes were found as ideological (9), empathetic (10), heuristic (7), and aesthetic (9). At the metaphor explanation level, ideologies such as human dominance, commodification, environmental ethics, sanctity of nature, and overwhelming burden were revealed reflecting modify (2), adapt (1), and depend (2) power dynamics. This study highlighted the cultural, ideological, and motivational underpinnings of metaphor usage in public media that can significantly shape public perception and environmental action.

KEYWORDS: *environmental discourses; documentary films; critical metaphor analysis; applied linguistics; Philippines*

CHAPTER 1
INTRODUCTION

Environmental discourses on issues like pollution, climate change, biodiversity loss, and nature conservation use metaphors to increase public understanding and engagement. However, Ji (2020) and Vermenych (2023) argued that metaphors contained inaccuracies and outdated misconceptions that hinder environmental conservation efforts. Forgács and Pléh (2022) added that the inaccuracies of metaphors were caused by mismatched emotional connotations and literal interpretations. For instance, *carbon sink* used a negative term to convey positive concept, and *greenhouse* used a positive term for negative effect (Lake, 2001). In the context of environmental documentaries, Zemanek (2022) stressed the inconsistency of environmental messages when a spectacular view of nature is verbally commented on with a narrative of decline.

In the United States, a study by Thibodeau et al. (2017) found the *bank* metaphor as inaccurate because it suggested that natural resources can be withdrawn without consequences which can promote unsustainable practices. In Sweden, Lidström et al. (2022) argued that *health* metaphor remained inaccurate and problematic in describing the state of ocean ecosystem because it suggested a static ideal state that ignored its dynamic nature and the role of human activities, advocating instead for *the ocean we want* as a more fitting term as it emphasized the collective goal of achieving positive state of the ocean. Another study in Sweden showed how metaphors present incomplete views of climate change like the greenhouse which focuses solely on warming and neglecting other climate aspects (Asplund, 2011).

In the Philippines, Tome et al. (2017) exemplified how inaccurate metaphors negatively affected public's perception on agri-biotechnology using *fear* metaphors such as *cancer*, *homosexuality*, *physical deformities*, and *mental retardation*, and allusions scary creatures or objects like *Frankenfood*, *monster*, *poison*, and *bomb* in the early 2000s. However, in 2010-2016, metaphors improved and led public acceptance through depicting biotechnology and biotech crops as *new hope, answer to farmers' dreams, salvation of the cotton industry*, and *light of hope.* Their study emphasized the role of media in conveying the power of metaphors in shaping public perception on environmental concerns.

In light with the existing literatures, most studies on metaphor inaccuracies focused on foreign contexts like China, Hungary, Australia, United States, and Sweden (Ji, 2020; Forgács & Pléh

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2022; Lake, 2001; Thibodeau et al., 2017; Lidström et al. 2022; Asplund, 2011). Moreover, metaphors analyses were generally taken from text-based analysis alone (Zhang, et al., 2021). To address these gaps, this study utilized critical metaphor analysis as methodology and expanded the limited yet growing research on the examination of metaphors in documentary films like the studies of Wei et al. (2024) and Vermenych (2020, 2021, 2023). Examining metaphors was crucial as they may be misleading and detrimental in environmental perceptions and actions.

Purpose of the Study

The purpose of this critical metaphor analysis was to identify the metaphors that contain inaccuracies in the environmental discourses on pollution, climate change, biodiversity loss, and nature conservation taken from the Philippine documentary films. **Research**

Questions

1. What elements of metaphors are evident in the environmental discourses in the Philippine setting?
2. How are the conceptual metaphors portrayed in these environmental discourses?
3. What are the ideologies and power behind these metaphors?

Theoretical Lens

This study used the concepts of critical metaphor analysis which incorporated the conceptual metaphor theory.

Conceptual Metaphor Theory was pioneered by Lakoff and Johnson (1980). CMT asserts that metaphors are not just mere figures of speech, but fundamental tools in thought processing. CMT is a theory in cognitive linguistics that involves mapping where abstract concepts (target domain) are mapped onto more concrete concepts (source domain). In other words, it involves a source domain (a familiar concept) and a target domain (the concept being explained). Furthermore, CMT is grounded in the concepts of embodied cognition, which suggests that these mappings are deeply influenced by our bodily experiences that shaped our understanding of the world.

While CMT focuses on identifying the common patterns and structures that underlie metaphorical thought across individuals and cultures, Critical Metaphor Analysis proposed by Charteris-Black (2004) focuses on the ideological and social implications of metaphors. CMA is a powerful tool for analyzing metaphors that integrates Critical Discourse Analysis. It goes beyond just identifying metaphors. It analyzes the underlying assumptions, values, and potentially hidden agendas of the metaphors in a text or discourse. It also questions whose interests are served by metaphors used and how they might shape public understanding of an issue. Therefore, CMA focused on how metaphors can be used to reinforce or challenge existing power structures and social norms.

The framework of critical metaphor analysis crafted by Charteris-Black (2004) originally contains three levels: metaphor identification, metaphor interpretation, and metaphor explanation. However, Imani (2022) added pre-metaphor analysis as the first level. Therefore, this study had four levels of metaphor analyses.

CHAPTER 2
METHODS

Research Design

This study employed qualitative research design specifically Critical Metaphor Analysis (Charteris-Black 2004; Imani, 2022). The goal of this research was to examine the inaccuracies of environmental metaphors found in Philippine documentary films.

Research Material

The environmental documentaries were taken from the documentary-oriented shows produced by GMA Public Affairs between 2014-2024. Particularly, 10 films were from I-Witness, six from Born to be Wild, four from Reporter's Notebook, four from The Atom Araullo Specials, two from Kapuso Mo, Jesica Soho, two from Brigada, one from DigiDokyu, and one from GMA Public Affairs Special. Overall, 30 documentary films were analyzed in this study, ranging from 9:12 minutes to 1 hour and 19:29 minutes and 1027 to 8667 words.

Research Participants

The research participants in this study were 5 science teachers and 5 students from the secondary schools of Davao de Oro division. They were selected using purposive sampling.

For the five secondary science teachers, the participants were at least a bachelor's degree graduate in environmental science or biological science with 3 or more years of teaching experience in Davao de Oro division. For the five secondary students, the participants were senior high school students, Grade 11 and 12, who took Science-related subjects like Earth and Life Science and Physical Science under the General Academic Strand (GAS) and Humanities and Social Sciences (HUMSS) Strand in the school year 2023-2024 in the division of Davao de Oro

Data Analysis

This study used the framework of critical metaphor analysis by Charteris-Black (2004) involving three levels – metaphor identification, metaphor interpretation, and metaphor explanation. Also, this study added the pre-metaphor analysis introduced by Imani (2022) to highlight the research materials used. Therefore, the analyses contain four levels.

In establishing the research corpora and selecting research materials, the Pre-Metaphor Analysis was conducted involving the identification of seven key features of the documentary films such as the producer, intended audience, context, length, main topics, the overall tone, and the purposes. In addressing Research Question 1 of this study, the processes involved in Metaphor Identification were carried out such as the identification of metaphorical expressions or words, source and target, conceptual metaphors, and conceptual keys. Research Question 2 followed the four stages of Metaphor Interpretation such as interpreting conceptual metaphor tones, purposes, mappings, and topics. Research Question 3 was based on Metaphor Explanation which delved into the deepest level of analysis as it examined the ideological motivations and power dynamics embedded within the conceptual metaphors.

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CHAPTER 3
RESULTS
PRE-METAPHOR ANALYSIS

The 30 documentary films are grouped into four categories encompassing the topics on pollution, climate change, biodiversity loss, and nature conservation.

Table 1 shows the six environmental documentaries discussing environmental pollution. Pollution is the introduction of harmful substances or contaminants into the environment that affects the air, water, and soil quality (Maurya, 2018).

Table 1
Pre-Metaphor Analysis of Environmental Documentaries about Pollution

Code	Title	Producer	Length	Date of Airing
A	Plastic Republic	I-Witness	26:56 minutes; 2450 words	June 23, 2018
B	Mask Land	I-Witness	26:10 minutes; 2568 words	June 9, 2022
C	Trash Divers	Reporter's Notebook	24:57 minutes; 2314 words	September 23, 2021
D	Basura in the City	Reporter's Notebook	24:57 minutes; 2314 words	April 19, 2018
E	Banta ng Gulong	Brigada	17:35 minutes; 2219 words	March 18, 2023
F	Ang Plastic Mo! The Philippine Plastic Problem	DigiDokyu	23:29 minutes; 2385 words	May 07, 2024

Table 2 presents the 4 environmental documentaries highlighting the issue of climate change. Climate change is an environmental challenge that causes increase in the average global temperature, rainfall decrease, widespread melting of snow and ice, rising sea levels, air pollution, droughts and floods, etc. (Hanus et al., 2024).

Table 2
Pre-Metaphor Analysis of Environmental Documentaries about Climate Change

Code	Title	Producer	Length	Date of Airing
G	Climate Justice	I-Witness	27:26 minutes; 2631 words	April 02, 2016
H	The Town is Sinking	Reporter's Notebook	20:43 minutes; 2320 words	April 08, 2019
I	Waterworld	I-Witness	25:09 minutes; 2343 words	October 18, 2014
J	Mga taga-Batasan Island, Ramdam na raw ang Paglubog ng kanilang Isla	Kapuso Mo, Jessica Soho	25:10 minutes; 2854 words	May 15, 2024

Table 3 displays the 5 environmental documentaries highlighting the issue on biodiversity loss. Biodiversity loss refers to rapid animal and plant extinctions, putting species and ecosystems at risk of vanishing (T et al., 2024),

Table 3
Pre-Metaphor Analysis of Environmental Documentaries about Biodiversity Loss

Code	Title	Producer	Length	Date of Airing
K	Corals sa Escoda Shoal, Patay na ayon sa Pag-aaral	Reporter's Notebook	9:12 minutes; 1027 words	June 24, 2024
L	Bird Hunt	The Atom Araullo Specials	41:51 minutes; 4110 words	May 26, 2019
M	A Dive in the Time of Pandemic	Born to be Wild	13:51 minutes; 1122 words	August 17, 2020
N	Banta saTawilis	Brigada	16:26 minutes; 1736 words	January 29, 2019
O	The Dangers of Bird Imprinting	Born to be Wild	11:16 minutes; 1251 words	January 31, 2021

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Table 4 shows the 15 environmental documentaries highlighting nature conservation. Nature conservation focuses on preserving biodiversity, which includes various species and ecosystems essential for ecological health (Maurya et al., 2024).

Table 4
Pre-Metaphor Analysis of Environmental Documentaries about Nature Conservation

Code	Title	Producer	Length	Date of Airing
P	Reclamation Nation	I-Witness	28:52 minutes; 2709 words	February 15, 2023
Q	Lupang Hiram	I-Witness	29:25 minutes; 2538 words	July 13, 2019
R	Hamon sa Caramoan	I-Witness	26:41 minutes; 2407 words	March 14, 2015
S	DAMbuhalang Proyekto	I-Witness	30:13 minutes; 3105 words	April 13, 2019
T	Ang Huling Gubat sa Maynila	I-Witness	29:26 minutes; 2545 words	April 27, 2019
U	Philippine Seas	The Atom Araullo Specials	42:19 minutes; 7129 words	November 17, 2017
V	Pag-asa	The Atom Araullo Specials	44:14 minutes; 3777 words	November 19, 2023
W	Ang Langaw na Hindi Binubugaw	I-Witness	27:24 minutes; 2511 words	March 19, 2022
X	Effects of Deforestation in the Philippines	Born to be Wild	7:13 minutes; 777 words	May 12, 2019
Y	Breaking Territories 1	Born to be Wild	20:26 minutes; 1756 words	November 23, 2021
Z	Wildlife Encounters in Human-Inhabited Places: Sabang Wardens and Saviing Pawikan	Born to be Wild	19:41 minutes; 1369 words	May 12, 2024
A1	Wildlife Encounters in Human-Inhabited Places: Bizarre Wildlife Hideouts and Sa Pag-uwi ng Agila	Born to be Wild	18:29 minutes; 1786 words	April 21, 2024
B1	Jessica Soho, inimbestigahan ang isyu ng pagmimna sa Homonhon Island	Kapuso Mo, Jessica Soho	28:57 minutes; 3554 words	April 17, 2024
B2	Pamana: Saving our Heritage	GMA Public Affairs	1 hr.19:29 minutes; 8667 words	September 06, 2020
B3	Saving Paradise	The Atom Araullo Specials	39:55 minutes; 4227 words	March 31, 2019

METAPHOR IDENTIFICATION

There are 35 conceptual metaphors that contain potential inaccuracies which are grouped in 12 conceptual keys.

Conceptual Key 1: Nature is an Ideal Place
Conceptual Metaphors: Nature is paradise, Natural habitat is paradise, Abundance is a festival, Valuable resource is a treasure

Conceptual Key 2: Nature is a Home
Conceptual Metaphors: Natural habitat is a sanctuary, Parks are refuge

Conceptual Key 3: Pollution/ Deforestation is a Threat
Conceptual Metaphors: Plastic waste is a mountain, Pile of tires is a mountain

Conceptual Key 4: Nature as Interconnected System
Conceptual Metaphors: Nature is a society (Wildlife as resident/ guardian, friend/ neighbor, invaders, intruder, evacuees, patient
Conceptual Key 5: Nature is a Living Organism

Conceptual Metaphors: Sea is resting, Nature is a sick patient, Parks are Lungs of the City, Bird Imprinting is a psychological disorder

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Conceptual Key 6: Climate Change is a monster
Conceptual Metaphors: Climate change is a destruction, Coastal areas are food, Islands are drowning, Sea is an intruder, Country is a sinking ship, Flooded area is a waterworld, Interactions are Boundary Breaking

Conceptual Key 7: Climate Action is War
Conceptual Metaphor: Environmental rehabilitation is a battle

Conceptual Key 8: Cause and Effect
Conceptual Metaphors: Environmental Impact is Karma, Human Interference in Birds' Lives is a Death Sentence to their Freedom, Environmental Changes are Erasure, Garbage is Endless, No Trash means Fish Return

Conceptual Key 9: Urbanization is an Environmental Threat
Conceptual Metaphor: Arroceros Park is the Last Forest

Conceptual Key 10: Freedom is an unrestricted movement
Conceptual Metaphor: Birds are symbols of freedom

Conceptual Key 11: Pyrolysis is combustion
Conceptual Metaphor: Pyrolysis is burning

Conceptual Key 12: Solutions are simple
Conceptual Metaphor: Water management is a simple solution

METAPHOR INTERPRETATION

This level is composed of four processes involving the interpretation of the conceptual metaphor tones, purposes, mappings, and topics. Interviews with 5 science teachers and 5 senior high school students were conducted to aid the analysis.

Table 6.1
Participant Profiles – Teacher-Participants

Code	Current Grade Levels	Years of Teaching	Level of Education	Study Group
1	7-12	11	MAED – Teaching Science (with units)	In-depth interview
2	10-12	11	MAED – Teaching Science (with units)	Focus Group
3	7,11-12	8	MAED – Educational Administration BSED – Biological Science	In-depth interview
4	7-8, 11-12	6	MAED – Teaching Science (with units)	Focus Group
5	8-9, 11-12	6	MAED – Educational Administration (with units) BSED – Biological Science	Focus Group

Table 6.2
Participant Profiles – Student-Participants

Code	Current Grade Level	Track / Strand	Study Group
6	11	Academic Track / Humanities and Social Sciences Strand	Focus Group
7	11	Academic Track / Humanities and Social Sciences Strand	Focus Group
8	11	Academic Track / Humanities and Social Sciences Strand	In-depth interview
9	12	Academic Track / General Academic Strand	In-depth interview
10	12	Academic Track / General Academic Strand	In-depth interview

Table 6 shows the conceptual metaphor tones derived from study of Bellehumeur and Carignan (2024). Accordingly, alarmist tones appealed to fear and emphasized the urgent need to address environmental issues which were effective in conveying the serious consequences if actions were not taken. On the other hand, relational tones conveyed a sense of hope and optimism, reflecting positive outlook on environmental

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preservation, recovery, and potential for human action to restore balance.

Table 6
Conceptual Metaphor Tones

Conceptual Metaphor Tones	Conceptual Metaphors
Alarmist	Plastic waste is a mountain Pile of tires is a mountain Garbage is a river Pollution is a sea of mud Plastic pollution is a flood Degradation is desert Sea is resting Nature is a sick patient Bird Imprinting is a psychological disorder Climate change is a destruction Coastal areas are food Islands are drowning Sea is an intruder Country is a sinking ship Flooded area is a waterworld People are victims Environmental rehabilitation is a battle Environmental impact is karma Human interference in birds' lives is a death Sentence to their freedom Environmental changes are erasure Garbage is endless Arroceros Park is the last forest Pyrolysis is burning
Relational	Nature is paradise Natural habitat is paradise Abundance is a festival Valuable resource is a treasure Natural habitat is a sanctuary Parks are refuge Nature is a society Parks are lungs of the city No trash means fish return Birds are symbols of freedom Interactions are boundary breaking Water management is a simple solution

Table 7 presents the conceptual metaphor purposes based on Charteris-Black (2018). Metaphors with ideological purpose promoted specific ideologies or worldviews, either reinforcing existing beliefs or challenging dominant systems. Metaphors with empathetic purpose evoked emotional responses and building empathy with the audience, creating a sense of shared experience and understanding. Heuristic purpose of metaphors simplified complex issues into relatable imagery, fostering innovative and deeper understanding of environmental concepts. Metaphors with aesthetic purpose created striking visual images that highlight the severity of environmental challenges, evoking strong emotional responses such as feelings of awe, wonder, and nostalgia.

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Table 7
Conceptual Metaphor Purposes

Conceptual Metaphor Purposes	Conceptual Metaphors
Ideological	Plastic waste/pile of tires is a mountain Nature is a society Country is a sinking ship Flooded area is a waterworld Environmental rehabilitation is a battle Environmental impact is karma Environmental changes are erasure Human interference in birds' lives is a death sentence to their freedom
Empathetic	Natural habitat is paradise Natural habitat is a sanctuary Parks are refuge Sea is resting Nature is a sick patient Climate change is destruction Coastal areas are food Islands are drowning People are victims Arroceros Park is the last forest
Heuristic	Abundance is a festival Sea is an intruder No trash means fish return Bird imprinting is a psychological disorder Interactions are boundary breaking Water management is a simple solution Pyrolysis is burning
Aesthetic	Garbage is a river Pollution is a sea of mud Plastic pollution is a flood Garbage is endless Degradation is desert Nature is paradise Valuable resource is a treasure Parks are lungs of the city Birds are symbols of freedom

Table 8 shows the conceptual metaphor mappings. Mappings involved the process of how one got from point 1 (the source) to point 2 (the target). In this research, based on the classifications of Lakoff and Johnson (1980), the mappings were divided into three, namely, orientational metaphors, ontological metaphors, and structural metaphors. Orientational metaphors map abstract object into spatial and physical terms like up/down, in/out, front/back, and center/periphery. Ontological metaphors involve the mapping of abstract or intangible concepts into concrete ones such as entity, container, and personification. Structural metaphors are the mapping of complex structures onto simple ones, relating complex concepts to more familiar ones.

Table 8
Conceptual Metaphor Mappings

Conceptual Metaphor Mappings	Conceptual Metaphors
Orientational Metaphors	Country is a sinking ship Flooded area is a waterworld Islands are drowning Sea is resting Degradation is desert
Ontological Metaphors	Plastic waste is a mountain Pile of tires are mountains Pollution is a sea of mud Plastic pollution is a flood Garbage is a river Garbage is endless

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	Valuable resource is a treasure Environmental changes are erasure Natural habitat is a sanctuary Nature is a sick patient Climate change is destruction Sea is an intruder Arroceros Park is the last forest Interactions are boundary breaking Human interference in birds' lives is a death sentence to their freedom Bird imprinting is a psychological disorder Birds are symbols of freedom
Structural Metaphors	Nature is paradise Natural habitat is paradise Abundance is a festival Nature is a society Environmental rehabilitation is a battle Environmental impact is karma Parks are refuge Coastal areas are food People are victims Parks are lungs of the city No trash means fish return Pyrolysis is burning Water management is a simple solution

Table 9 presents the conceptual metaphor topics underling each conceptual metaphor. In the thematic categorization, the topics are Conservation, Preservation, and Natural Value (8), Resource Value and Commodification of Nature (4), Waste and Pollution (9), Climate Change and Environmental Degradation (8), and Human Influence and Environmental Ethics (6). These conceptual topics grouped conceptual metaphors according to the topics and messages they convey.

Table 9
Conceptual Metaphor Topics

Conceptual Metaphor Topic	Conceptual Metaphors
Conservation, Preservation, and Natural Value	Nature is paradise Natural habitat is paradise Natural habitat is a sanctuary Parks are refuge Parks are lungs of the city Environmental rehabilitation is a battle Birds are symbols of freedom Arroceros Park is the last forest
Resource Value and Commodification of Nature	Abundance is a festival Valuable resource is a treasure No trash means fish return Water management is a simple solution
Waste and Pollution	Plastic waste is a mountain Pile of tires is a mountain Garbage is a river Pollution is a sea of mud Plastic pollution is a flood Garbage is endless Sea is resting Nature is a sick patient Pyrolysis is burning
Climate Change and Environmental Degradation	Degradation is desert Climate change is destruction Coastal areas are food Islands are drowning Sea is an intruder Country is a sinking ship Flooded area is a waterworld

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	Environmental changes are erasure
Human Influence and Environmental Ethics	Nature is a society People are victims Environmental impact is karma Bird imprinting is a psychological disorder Human interference in birds' lives is a death sentence to their freedom Interactions are boundary breaking

METAPHOR EXPLANTION

This stage delved into the examination of ideological motivations and power dynamics embedded within the metaphors.

Table 10 presents the ideologies and power dynamics behind the metaphors. Human dominance pertained to the tendency of humans to assert control over natural processes, positioning them as having power over nature which results to the consequences involving the shaping of natural environments and wildlife. Commodification framed natural resources as commodities for human consumption, placing nature as subordinate to human economic needs and framing resources as assets to be managed, consumed, or controlled for human benefit. Environmental Ethics theme reflected the ethical responsibilities human hold toward nature as well as the moral consequences of environmental harm, portraying humans as perpetrators of harm and nature or society as bearing the costs. Sanctity of Nature illustrated nature as inherently valuable, thus worthy of admiration and deserving of protection. This positioned nature as something sacred and valuable in its own right, independent of human utility. Overwhelming Burden framed environmental issues as a vast and powerful force that overwhelmed both humans and nature, stressing their unmanageable and inevitable nature.

Using the human-environment interactions framework, in power dynamics, human dominance and commodification depicted how humans modify the environment to suit their needs and desire. Environmental ethics showed how humans adjusted their behaviors to align with moral principles regarding the environment. Lastly, sanctity of nature and overwhelming burden exemplified how humans relied on nature's inherent value and underscored the limits of human capacity to cope with environmental consequences without systemic change.

Table 10
Ideology and Power Dynamics behind the Metaphors

Ideology	Conceptual Metaphors	Power Dynamics
Human Dominance	Human interference in birds' lives is a death sentence to their freedom Bird imprinting is a psychological disorder Pyrolysis is burning Interactions are boundary breaking Environmental rehabilitation is a battle	Modify
Commodification	Valuable resource is a treasure Abundance is a festival Natural habitat is a sanctuary Parks are refuge No trash means fish return Water management is a simple solution	
Environmental Ethics	Environmental impact is karma Country is a sinking ship Climate change is destruction Coastal areas are food Islands are drowning Sea is an intruder People are victims Environmental changes are erasure Sea is resting Nature is a sick patient	Adapt
Sanctity of Nature	Nature is paradise Natural habitat is paradise Nature is a society Parks are lungs of the city Arroceros Park is the last forest Birds are symbols of freedom	Depend

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Overwhelming Burden	Plastic waste is a mountain Pile of tires is a mountain Garbage is a river Garbage is endless Pollution is a sea of mud Plastic pollution is a flood Flooded area is a waterworld Degradation is desert	

Summary

Through the framework of Critical Metaphor Analysis (CMA), the study results scrutinized the beneficial aspects of the 35 identified conceptual metaphors and their potential inaccuracies. The development of these metaphors was rooted from the historical and cultural background and personal experiences of people in local communities. Correspondingly, the ideologies and power dynamics governing the metaphors reflected humans' relationship with nature and their pursuit for maintaining ecological balance.

In particular, the analyses revealed how environmental themes such as pollution, climate change, biodiversity loss, and nature conservation were conceptualized metaphorically along with human impacts to nature. Majority of the metaphors suggested a mixed of positive and negative evaluation of nature and environmental issues through the source domains like *ideal place*, *home*, *interconnected system*, *living organism*, *unrestricted movement*, and *simple solution* as well as *threat*, *monster*, *war*, *combustion*, and *cause-and-effect framework* respectively.

The teacher-participants of this research asserted that the identified conceptual metaphors were seldom used in the classroom settings because they often prioritized straightforward explanation of scientific concepts. Unlike popular environmental discourses, like environmental documentaries, metaphors were used to evoke emotions to encourage environmental accountability. On the other hand, through the lens of the student-participants, they expressed those metaphors contributed to the clarification of environmental concepts and enhanced their critical thinking skills.

Implications for Educational Practices

The findings of this study revealed how Filipino popular media used metaphors in environmental communication. Being a prominent source of environmental information, metaphors in environmental documentaries may present an opportunity for students to cultivate environmental literacy by providing them with relatable language to understand ecological concepts, foster critical thinking and media literacy as they learn to interpret and question the metaphors they encounter in media, and encourage action-oriented mindsets by using metaphors that empower and encourage collective efforts in addressing global ecological challenges.

Educators/ teachers may be equipped with effective instructional tools, especially in adopting metaphors as aid to bridge the gap between scientific content and students' everyday experiences and simplify complex ideas and intricate topics like climate change, waste management, and biodiversity loss. Moreover, they may allow for interdisciplinary teaching, where concepts may be explored in science classes for their ecological implication, in language arts for metaphor analysis, and in social studies for its societal impact.

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