Ecolinguistics and Branding: A Dual Analysis of Nature-Related Terms and Commercial Semantics in the *"NOW Corpus"*

علم البيئة اللغوي والعلامات التجارية: تحليل مزدوج للمصطلحات المتعلقة بالطبيعة والدلالات التجارية في *" NOW Corpus"*

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Abstract:

This research investigates the linguistic representation of nature-related terms within the "*NOW Corpus"* through the theoretical lens of Systemic Functional Grammar (SFG). It examines how terms such as *environment, ecosystem,* and *sustainability* are utilized in contemporary discourse, analyzing their frequency, syntactic behaviors, and transitivity patterns to uncover underlying ecological narratives. Additionally, the research delves into the semantic transformation of these terms in branding and commercial contexts, revealing how they are reappropriated to evoke symbolic meanings aligned with consumer appeal. Through the integration of ecolinguistic analysis with commercial semantics, the research highlights the dual role of language in shaping environmental awareness and cultural perceptions of nature. The findings underscore the tension between the ecological integrity of terms and their commodification in branding, offering significant insights into linguistic adaptation and the sociocultural dynamics of language use. These insights have implications for both ecolinguistics and marketing discourse, with practical relevance to sustainability communication and policy-making, particularly in alignment with Egypt's Vision 2030 objectives for fostering environmental sustainability and community participation.

Keywords: Ecolinguistics, Systemic Functional Grammar (SFG), "NOW Corpus", semantic transformation, environmental discourse.

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الملخَّص:

يتناول هذا البحث تحليل التمثيل اللغوي للمصطلحات المتعلقة بالطبيعة ضمن (مجموعة بيانات أخبار على الويب) *"NOW Corpus"* من خلال الإطار النظري للنحو الوظيفي النظامي(SFG) ، حيث يستكشف كيفية استخدام مصطلحات مثل: *"البيئة"، و"النظام البيئي"، و"الاستدامة"* في الخطاب المعاصر، مع تحليل تكرارها، وسلوكها النحوي، وأنماط التعدي الخاصة بها للكشف عن السرديات البيئية الكامنة. كما يتناول البحث التحول الدلالي لهذه المصطلحات في سياقات العلامات التجارية والاستخدامات التجارية، موضحًا كيف يتم إعادة صياغة دلالاتها لتتماشى مع احتياجات التسويق وتعزيز جاذبيتها لدى المستهلكين. ويكشف البحث عن الدور المزدوج للغة في تشكيل الوعي البيئي وتعزيز التصورات الثقافية عن الطبيعة، مع إبراز التعارض بين استخدام هذه المصطلحات لأغراض تسويقية وتجارية وبين الحفاظ على معانيها البيئية الأصلية. تقدم النتائج رؤى مهمة تسهم في فهم تكيف اللغة مع التحولات الثقافية والاجتماعية، مع إسهامات مباشرة في تحسين استراتيجيات التواصل حول الاستدامة وصياغة السياسات ذات الصلة. كما تتصل هذه النتائج بأهداف رؤية مصر 2030 التي تسعى إلى تعزيز الاستدامة البيئية وتفعيل المشاركة المجتمعية لتحقيق تنمية شاملة ومستدامة.

الكلمات المفتاحية: الإيكولوجيا اللغوية، النحو الوظيفي النظام (SFG)، مجموعة بيانات أخبار على الويب "NOW Corpus"، التحول الدلالي، الخطاب البيئي.

Overview:

This research addresses the dual focus on the linguistic representation of nature-related terms and their semantic evolution in commercial contexts. Ecolinguistics, which bridges linguistics and ecology, examines how language reflects and shapes environmental worldviews and cultural identities, contributing to a deeper understanding of humanity's role in ecological systems. By leveraging the *"NOW Corpus,"* this research investigates the usage of key ecological terms in contemporary media, providing quantitative and qualitative insights into linguistic choices that influence public perceptions of environmental issues and sustainability. The analysis extends to branding and commerce, where nature-related terms often undergo semantic recontextualization. Brands adopt ecological language not only to appeal to environmentally conscious consumers but also to establish authenticity, align with global sustainability narratives, and respond to the increasing market demand for eco-friendly products. This recontextualization reflects the commodification of environmental values, where terms like *sustainability* or *wildlife* are strategically employed to evoke trust, innovation, or natural harmony. This dual focus highlights the dynamic interplay between ecological narratives and commercial language. It underscores how the appropriation of ecological terms in branding can both amplify environmental awareness and dilute original ecological meanings, depending on their usage.

Additionally, the research aligns with interdisciplinary frameworks, drawing from ecolinguistics, marketing communication, and environmental ethics. It emphasizes the role of language in shaping ecological consciousness and cultural perceptions of nature. This connection is particularly important for Egypt's Vision 2030, which focuses on promoting sustainability and protecting the environment. This research examines how language links environmental issues and business, offering practical insights for policymakers, environmentalists, and marketers who aim to promote sustainability while ensuring ethical branding practices. By addressing this connection, the research helps create a balance between advocating for environmental goals and maintaining integrity in marketing.

Research Questions

1-What is the frequency of ecological terms such as *environment, ecosystem,* and *sustainability* in the *"NOW Corpus,"* and how are they represented in contemporary media discourse?

2-What are the syntactic patterns, transitivity options, and semantic roles associated with nature-related terms in the *"NOW Corpus? "*

3-How are ecological terms recontextualized in branding and commercial discourse, and what symbolic meanings are attached to them in marketing materials?

Research Objectives

The aim of this research is to analyze the frequency and distribution of key ecological terms within the *"NOW Corpus,"* offering a comprehensive overview of how these terms are represented in contemporary media discourse. This analysis provides insights into the prevalence of terms like *"environment," "ecosystem," and "sustainability"* in current news articles, revealing how frequently ecological issues are embedded in public communication (Davies, 2015). Additionally, the research examines the syntactic and semantic roles of these terms using Systemic Functional Grammar (SFG), focusing on the processes, participants, and circumstances they reflect within linguistic structures (Halliday, 1994). By analyzing the roles these terms play in relational, material, and mental processes, the research sheds light on the deeper meanings associated with environmental concepts. The research also explores how these ecological terms are recontextualized in branding and commercial discourse, investigating the ways in which terms like *"green," "natural,"* and *"eco-friendly"* are used to evoke symbolic meanings that resonate with consumers environmental values (Peattie, 2012). This exploration of branding practices also contributes to understanding the tension between the ecological integrity of these terms and their commodification for market purposes (Stibbe, 2015). Overall, the research aims to provide valuable insights into the dynamics between ecolinguistics and marketing discourse, highlighting how language both shapes and reflects societal attitudes toward environmental sustainability.

Review of Literature

Several studies offer foundational insights and methodologies relevant to this research. Hidayat (2018) employs Systemic Functional Grammar (SFG) to analyze Donald J. Trump's inauguration speech, demonstrating how material and relational processes dominate, thereby shaping sociopolitical meaning. This is consistent with the research's emphasis on analyzing transitivity patterns, with a particular focus on their application to ecological terms in the "*NOW Corpus."* Similarly, Yuliawati (2018) utilizes corpus linguistics to examine terminological units in academic texts, emphasizing keyword analysis and collocation patterns. Although the research does not focus on ecological contexts, its methodological framework provides valuable insights for analyzing the syntactic and semantic behaviors of nature-related terms. Isti'anah (2014) applies transitivity analysis to political commentary, illustrating how material, relational, and verbal processes convey societal expectations and ideologies a precedent for examining environmental narratives in media and branding. Tagg (2009), while focusing on texting as a linguistic form, provides methodological rigor in analyzing unconventional language use, which inspires the research of branding language in commodifying environmental concepts. Lu (2021) contrasts corpus-based and corpus-driven approaches, offering insights into sampling and annotation, which are vital for analyzing nature-related language in the "*NOW Corpus,"* Rice and Zorn (2021) demonstrate the adaptability of corpus methodologies for creating sentiment dictionaries, highlighting how ecological terms in branding carry implicit sentiments that shape public perceptions. Collectively, these studies underscore robust methodologies in Systemic Functional Grammar (SFG), corpus linguistics, and discourse analysis, yet none address the recontextualization of ecological language in branding or its representation in media through an ecolinguistic lens. Ecolinguistics provides the framework to bridge this gap by examining the relationship between language and ecology. According to Stibbe (2015), language is a powerful tool in constructing ecological ideologies, influencing perceptions to either promote sustainability or perpetuate harm. Steffek (2018) furthers this by analyzing how environmental language shapes public perceptions and reflects both ecological and socio-economic values. Dunlap and McCright (2011) examine how media frames terms such as "climate change" and "biodiversity" to emphasize or downplay ecological urgency, contingent on political or economic contexts. The intersection of ecolinguistics and commercial language thus reveals how ecological values are communicated,

commodified, and contested. This research critically examines the dual role of nature-related terms in ecological and commercial discourses, addressing their capacity to raise awareness while also exploring their potential to mislead or manipulate public perceptions.

Theoretical Framework

This research is grounded in Systemic Functional Grammar (SFG), a comprehensive linguistic theory developed by Halliday (1994), which views language as a system of choices for creating meaning in context. Systemic Functional Grammar (SFG) emphasizes three primary metafunctions *ideational*, *interpersonal*, and *textual* which together enable a thorough understanding of how language constructs and negotiates meaning across various domains, including ecological discourse. The *ideational* metafunction is central to this research, as it addresses how language represents experience, specifically the ecological processes and participants involved in environmental narratives. Within the *ideational* metafunction, processes such as *material processes* (e.g., *pollution affects*), *mental processes* (e.g., *humans perceive*), and *relational processes* (e.g., *sustainability is important*) help in categorizing the roles that language plays in expressing ecological concepts. These processes allow for a deep understanding of how terms related to the environment, like *sustainability* or *biodiversity*, are linguistically constructed to convey specific meanings about the world and our relationship to it. For example, a term like *sustainability* is often framed in relational clauses, as it describes a state or quality of being essential, underscoring its importance within ecological discourse.

Furthermore, Systemic Functional Grammar (SFG) interpersonal metafunction examines how language enacts social roles and relationships, which is particularly relevant in branding contexts. Thus, the language of sustainability not only represents ecological values but also serves to construct identities and align brands with consumer values. This dynamic is explored through the semantic recontextualization of nature-related terms in commercial language, where ecological terms are often co-opted to evoke emotions, trust, or innovation (Banerjee, 2003). This recontextualization involves a shift in the meanings of these terms from their original ecological context to one that is more market-oriented, contributing to the commodification of environmental values.

Furthermore, the research is informed by ecolinguistics, particularly the work of Stibbe (2015), which critiques how language remains dominant

ecological ideologies. Ecolinguistics draws attention to the role of language in constructing cultural narratives that shape societal views on nature. In the context of this research, it focuses on how linguistic choices contribute to or challenge the dominant environmental paradigms in both media and commercial discourse.

By integrating Systemic Functional Grammar (SFG) with ecolinguistics, this framework allows for a detailed analysis of how ecological terms are employed not only to represent environmental issues but also to shape cultural perceptions and consumer behavior. The research examines how terms such as *natural* or *green* are strategically employed in branding to appeal to environmental concerns. For instance, brands like *Dove* promote products labeled as "made with natural ingredients," aiming to attract eco-conscious consumers, while *Tesla* emphasizes its "green energy solutions" to highlight sustainability. However, these uses often shift the focus from the term's ecological origins to their commercial appeal, potentially diluting their original meanings.

Methodology

This research employs a mixed-method approach, integrating both quantitative and qualitative research methods to analyze the linguistic representation of nature-related terms. The quantitative analysis is based on data extracted from the *"NOW Corpus,"* focusing on the frequency of terms such as environment, ecosystem, and sustainability. The *"NOW Corpus"* is a vast, contemporary corpus that includes a wide array of texts drawn from current global media sources, providing an empirical foundation for understanding how ecological concepts are represented and discussed in real-time media. By analyzing the frequency of these terms, the research can gain insights into their prevalence in public discourse, revealing how often ecological issues are integrated into contemporary communication, especially in relation to societal concerns about the environment (Davies, 2015).

The qualitative analysis involves a detailed linguistic examination of the syntactic patterns and transitivity options associated with these terms. Using Systemic Functional Grammar (SFG), the research investigates how these terms function within relational, material, and mental processes. For example, the term *"sustainability"* is often analyzed within relational processes to highlight its importance and connection to environmental values. This analysis allows for a deeper understanding of how language constructs and conveys ecological meanings within different contexts.

Furthermore, the research expands its scope to branding and commercial contexts, utilizing discourse analysis to explore how nature-related terms are recontextualized for marketing purposes. This qualitative approach focuses on understanding the symbolic meanings these terms acquire in branding materials, revealing the commodification of environmental values. Through a critical analysis of slogans, advertisements, and product descriptions, the research identifies how terms like natural and wildlife are employed to create aspirational associations with purity, adventure, and authenticity, which are central to the marketing strategies of eco-friendly products (Peattie, 2012).

This methodology combines both linguistic and commercial analysis to explore the tension between maintaining the ecological integrity of terms and their transformation into marketable symbols. By integrating quantitative frequency data with qualitative syntactic and semantic analysis, this research provides a comprehensive understanding of how language reflects and shapes ecological and commercial narratives.

Analysis

This section investigates the frequency patterns, syntactic roles, and recontextualization of nature-related terms such as *environment*, *ecosystem*, *sustainability*, *cloud*, and *amazon* in both ecological and commercial contexts. The analysis highlights shift in the representation of these terms over time, reflecting broader societal concerns and the influence of branding strategies. The following figures summarize the key trends in the corpus data:

Figure 1

Frequency Distribution of the Lemma "environment" in the NOW Corpus

SECTION	ALL	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
FREQ	2741753	30878	39277	49571	56666	59297	70128	212812	236265	223817	291588	345123	315569	339212	267169	204381
WORDS (M)	20000	244.1	304.8	371.3	401.5	429.4	512.5	1,531.3	1,746.5	1,569.1	1,987.5	2,607.8	2,449.2	2,588.0	1,897.9	1,050.2
PER MIL	137.09	126.47	128.87	133.51	141.15	138.08	136.85	138.97	135.28	142.64	146.71	132.34	128.84	131.07	140.77	127.24

Figure 2

Frequency Distribution of the Lemma "ecosystem" in the NOW Corpus

SECTION	ALL	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
FREQ	600515	4032	4892	6960	8481	8810	12270	27629	32428	38380	52736	73139	94596	95615	75749	64798
WORDS (M)	20000	244.1	304.8	371.3	401.5	429.4	512.5	1,531.3	1,746.5	1,569.1	1,987.5	2,607.8	2,449.2	2,588.0	1,897.9	1,050.2
PER MIL	30.03	16.51	16.05	18.75	21.12	20.51	23.94	18.04	18.57	24.46	26.53	28.05	38.62	36.94	39.91	40.34
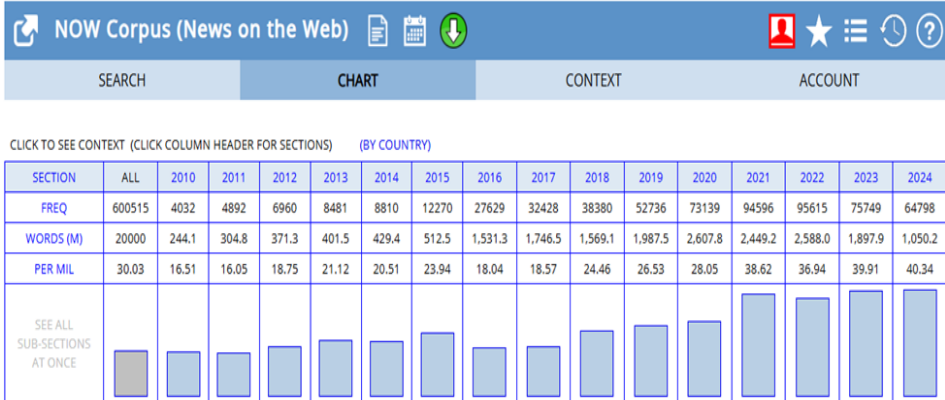
Figure 3

Frequency Distribution of the Lemma "sustainability" in the NOW Corpus

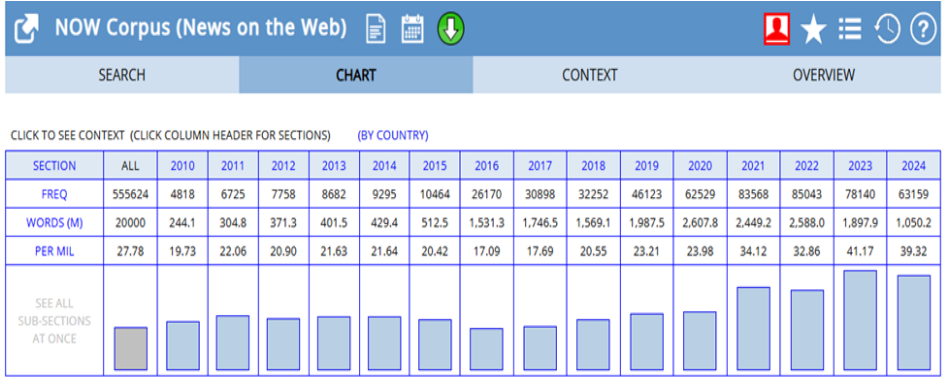| SECTION	ALL	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
FREQ	555624	4818	6725	7758	8682	9295	10464	26170	30898	32252	46123	62529	83568	85043	78140	63159
WORDS (M)	20000	244.1	304.8	371.3	401.5	429.4	512.5	1,531.3	1,746.5	1,569.1	1,987.5	2,607.8	2,449.2	2,588.0	1,897.9	1,050.2
PER MIL	27.78	19.73	22.06	20.90	21.63	21.64	20.42	17.09	17.69	20.55	23.21	23.98	34.12	32.86	41.17	39.32

Figure 4

Frequency Distribution of the Lemma "amazon" in the NOW Corpus*

HELP	ALL FORMS (SAMPLE): 100 200 500	FREQ	TOTAL 1,667,351 | UNIQUE 2,809
1	AMAZON	1559081	
2	AMAZON.COM	57086	
3	AMAZONIAN	7092	
4	AMAZONS	5534	
5	AMAZON.IN	4379	
6	AMAZONAS	3214	
7	AMAZONIA	2333	
8	AMAZON.CO.UK	2065	

Figure 5
*Frequency Distribution of the Lemma "*cloud" in the NOW Corpus*

HELP			ALL FORMS (SAMPLE): 100 200 500	FREQ	TOTAL 1,115,223	UNIQUE 2,626 ✦
1	❶	★	CLOUD	1003208	▬▬▬▬▬▬▬▬▬
2	❶	★	ICLOUD	37451	▪
3	❶	★	SOUNDCLOUD	14394	▮

1. Frequency and Usage Patterns of Ecological Terms
1.1 Environment

The term *"environment"* shows a significant surge in usage, particularly peaking in 2022 with (339,212 occurrences, **Figure 1**) due to global challenges, such as the COVID-19 pandemic and international climate agreements. This surge reflects a growing public and academic focus on environmental concerns. Syntactically, *"environment"* is primarily used in material processes, such as *"protecting the environment,"* and relational processes, like *"is impacted by climate change."* Additionally, passive constructions, such as *"the environment is impacted,"* highlight the vulnerability of nature and human responsibility in its degradation.

In terms of collocations, *"environment"* is often paired with nouns like *"protection,"* *"impact,"* and *"degradation,"* indicating a focus on safeguarding natural resources and addressing environmental threats. Common adjectives that collocate with *environment* include *"natural,"* *"global,"* and *"human."* Phrases like *"environmental protection,"* *"global environment,"* and *"environmental impact"* reinforce the term's association with both ecological concerns and the broader societal implications of environmental changes.

1.2 Ecosystem

The term *"ecosystem"* (600,515 occurrences, **Figure 2**) has shown a marked increase in usage, particularly since 2010, in line with heightened global awareness of biodiversity and ecosystem services. The frequency data illustrates a consistent upward trend, with notable peaks in recent years reflecting the growing emphasis on ecological issues in global discourse. Syntactically, it is mostly used in relational processes, such as *"ecosystems are interdependent,"* emphasizing the interconnectedness and fragility of natural systems. In contrast to *"environment,"* *"ecosystem"* appears more

frequently in active voice constructions, highlighting ecosystems as dynamic entities engaged in ecological processes.

In terms of collocations, *"ecosystem"* includes *"biodiversity," "services,"* and *"balance."* Adjectives like *"healthy," "fragile,"* and *"sustainable"* often precede *ecosystem,* underscoring concerns about ecosystem health and sustainability. Additionally, *"ecosystem"* frequently collocates with verbs like *"restore," "preserve,"* and *"manage,"* reflecting ongoing efforts to protect and maintain ecological balance. Phrases such as *"ecosystem services," "ecosystem restoration,"* and *"ecosystem management"* have become commonplace in both academic and policy-related discourse.

1.3 Sustainability

The term "sustainability" (555,624 occurrences, **Figure 3**) becomes a prominent concept in the 2010s, reflecting societal shifts toward sustainable development. Its frequency data highlights a significant rise, particularly in recent years, as global discourse increasingly prioritizes ecological responsibility and sustainable practices. The term is frequently employed in relational processes, such as *"sustainability is key,"* symbolizing its central role in promoting long-term environmental stability. It has become integral to global movements advocating for ecological responsibility, with associations spanning environmental practices, corporate strategies, and policy reforms.

In terms of collocations, *"sustainability"* is commonly paired with terms like *"development," "practices,"* and *"goals."* Adjectives such as *"environmental," "long-term,"* and *"economic"* frequently modify *sustainability,* emphasizing its broad relevance across ecological, social, and economic dimensions. Phrases like *"sustainable development," "sustainability goals,"* and *"sustainability practices"* are typical in discussions of global environmental strategies and business models. Verbs like *"promote," "ensure,"* and *"support"* often collocate with *"sustainability,"* reflecting the active efforts to embed sustainability into corporate and governmental agendas.

2. Branding and Semantic Recontextualization

The recontextualization of ecological terms for branding purposes involves transforming these terms to serve commercial objectives while retaining some connection to their environmental roots. Below are the collocations associated with ecological terms like *"amazon,"* *"cloud,"* and *"sustainability"* in both ecological and commercial contexts.

2.1 Amazon

The term *Amazon* (1,559,081 occurrences, **Figure 4**) stands out due to its dual role in ecological references to the amazon rainforest and as a branding tool for the global e-commerce giant. As a commercial brand, *"amazon"* dominates digital commerce, with specific forms such as *"AMAZON.COM"* (57,086 occurrences) marking its significant presence in the global marketplace.

In terms of collocations, *"a*mazon*"* frequently pairs with nouns such as *"rainforest," "biodiversity,"* and *"deforestation"* in ecological contexts. In contrast, in commercial settings, it commonly collocates with words like *"Prime," "delivery,"* and *"shopping,"* reflecting the brand's business model. Adjectives like *"global," "online,"* and *"digital"* often accompany *"amazon"* in branding contexts, reinforcing its identity as a technology and e-commerce leader. The verb *"deliver"* is often used in branding contexts, as in *"Amazon delivers products,"* indicating the company's role in facilitating global commerce.

2.2 Cloud

The term *"cloud"* (1,003,208 occurrences, **Figure 5**) functions dually as an ecological term and a dominant concept in digital technology. In its ecological sense, *"cloud"* refers to atmospheric phenomena, as in *"storm clouds gather"* (frequent in weather-related contexts). However, in branding and technology, it holds a central role, with notable examples such as *"iCloud"* (37,451 occurrences) and *"SoundCloud"* (14,394 occurrences), emphasizing its digital prominence.

In ecological contexts, common collocations with *"cloud"* include *"formation," "weather,"* and *"storm,"* reinforcing its natural meteorological connotations. For example, phrases such as *"cloud formation"* and *"storm clouds"* underscore its connection to atmospheric science and environmental phenomena.

Conversely, in digital contexts, collocations shift significantly. With *"iCloud,"* frequent collocates include *"storage,"* *"sync,"* and *"computing,"* reflecting its association with cloud-based technologies. Phrases such as *"cloud storage,"* *"cloud computing,"* and *"cloud services"* dominate discussions about the functionality and ubiquity of digital clouds. Similarly, for *"SoundCloud,"* common collocations like *"music,"* *"streaming,"* and *"platform"* position it as a pivotal space for creative expression and interaction in the digital media ecosystem.

3. Cultural and Commercial Reinterpretations

Branding strategies have intentionally utilized ecological terms to align products with values like *"sustainability,"* *"innovation,"* and *"eco-consciousness,"* appealing to socially aware consumers. This recontextualization prompts critical inquiry into the potential erosion of their original ecological significance. For example, *amazon*'s brand association with the rainforest resonates in regions prioritizing biodiversity, while in urbanized societies, the brand's focus shifts to global accessibility and technological innovation. Similarly, brands like *Dove* leverage *sustainability* to position themselves as eco-conscious entities, capitalizing on the growing trend of sustainability in consumer markets.

The dual roles of these terms both ecological concepts and commercial branding tools demonstrate how language evolves to serve diverse cultural, environmental, and commercial narratives. The way these terms collocate with other words highlights their shifting meanings in the context of branding, emphasizing the adaptability of language in reflecting and shaping societal values.

Findings

The research reveals significant semantic shifts in ecological terms, particularly *"Amazon,"* *"cloud,"* and *"sustainability,"* which demonstrate dual roles across both ecological and branding contexts. For example, *"Amazon"* has the highest frequency (1,559,081 occurrences) in the *"NOW Corpus,"* serving as both a reference to the Amazon rainforest and as a prominent e-commerce brand. Terms like *"cloud"* (1,003,208 occurrences) and *"sustainability"* reflect how ecological concepts have been adapted for commercial purposes. *"Cloud"* signifies both natural atmospheric phenomena and digital technologies like *"iCloud"* (37,451 occurrences) and *"SoundCloud"* (14,394 occurrences), while *"sustainability"* is increasingly associated with eco-conscious business practices and consumer-driven branding, reflecting a growing emphasis on corporate social responsibility. The frequency data further illustrates a growing emphasis on the branding applications of these terms, with a significant increase in usage of *"iCloud"* and *"SoundCloud"* especially from the 2010s onward. This shift suggests a transformation in the cultural significance of ecological terms, moving from natural references to associations with modern technological innovations. The surge in *"cloud"* and *"sustainability"* reflects broader societal trends toward digital interconnectedness and environmental responsibility, signaling that these terms have transcended their ecological roots. Syntactically, ecological contexts often position these terms in passive constructions, emphasizing their vulnerability (e.g., *"The Amazon is deforested"*), while branding contexts use active constructions, where the terms are portrayed as agents (e.g., *"Amazon delivers innovation"*), reflecting purposeful action and commercial agency. Collocational analysis further reveals key differences in usage, with *"Amazon"* collocating with ecological terms like *"rainforest"* and *"biodiversity"* in ecological contexts, while in branding, it aligns with *"Prime,"* *"delivery,"* and *"shopping."* Similarly, *"cloud"* in ecological contexts pairs with *"storm"* and *"formation,"* while in digital contexts, it is more closely associated with *"storage,"* *"computing,"* and *"sync."* The dual usage of these terms in branding reflects broader cultural shifts, where brands capitalize on eco-consciousness to resonate with environmentally aware consumers. This linguistic duality highlights the convergence of ecological values with commercial and technological priorities, though the research also raises concerns about the potential dilution of the original ecological meanings of these terms as they are recontextualized for marketing purposes**.**

Conclusion

The findings underscore the intricate relationship between ecological terminology and its recontextualization for commercial and branding purposes. Terms such as *"amazon," "cloud,"* and *"sustainability"* serve as prime examples of how ecological concepts, deeply rooted in environmental discourse, have been repurposed to align with technological advancements and consumer-driven branding. For instance, *"amazon,"* originally associated with the amazon rainforest and its biodiversity, now also signifies a global e-commerce giant, symbolizing efficiency, speed, and innovation. Similarly, *"cloud,"* once exclusively referring to meteorological phenomena, has transformed into a digital term tied to cloud computing services, such as *"iCloud"* and *"SoundCloud."* Likewise, *"sustainability,"* a term historically linked to environmental conservation, is now frequently employed in the marketing of eco-conscious products and corporate strategies, representing not just ecological balance but also corporate responsibility and long-term business goals. This shift reflects broader cultural and societal changes, where technological progress and eco-conscious consumerism drive the demand for brands to adopt and promote ecological values.

However, while these terms continue to carry ecological meanings, their increasing usage in branding contexts raises critical concerns about the preservation of their original environmental significance. The growing frequency of branding terms like *"iCloud"* and *"SoundCloud"* shows that the recontextualization of these terms is increasingly detached from their natural roots. Through syntactic analysis, these terms are now employed in active constructions within branding, positioning them as agents of action and innovation. (e.g., *"Amazon delivers innovation"*), in stark contrast to their passive usage in ecological contexts, where terms like *"The amazon is deforested"* emphasize the vulnerability and fragility of nature. Collocational analysis further underscores this divergence, as *"amazon"* collocates with commercial terms like *"Prime," "delivery,"* and *"shopping"* in branding, while in ecological discourse, it is more commonly associated with *"rainforest," "biodiversity,"* and *"deforestation."* This shift from ecological to commercial meanings, while indicative of broader cultural and technological trends, also suggests that the ecological narratives these terms once embodied may be diluted or obscured as they increasingly serve commercial interests.

The recontextualization of ecological terms in branding thus highlights the tension between language's adaptability to cultural change and the

potential loss of the original ecological messages that these terms once conveyed. In this context, aligning the findings with broader initiatives, such as Egypt's Vision 2030, underscores the critical need to balance innovation with the preservation of ecological narratives. Egypt's Vision 2030 places significant emphasis on sustainable development and environmental stewardship, promoting eco-conscious strategies that integrate modern technological advancements while maintaining respect for natural ecosystems. The dual roles of terms like *"sustainability"* and *"amazon"* illustrate the potential to align branding and commercial language with sustainability goals, thereby reinforcing the importance of ecological values in driving both national and global progress. This alignment can serve as a model for leveraging commercial innovation to foster environmental awareness, reflecting the essence of Vision 2030's commitment to integrating sustainability into economic and cultural development strategies.

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Appendices

Figure 6

Frequency Distribution of the Lemma "amazon" in the NOW Corpus*

HELP			ALL FORMS (SAMPLE): 100 200 500	FREQ	TOTAL 1,667,351 | UNIQUE 2,809 +
1	ⓘ	★	AMAZON	1559081	
2	ⓘ	★	AMAZON.COM	57086	
3	ⓘ	★	AMAZONIAN	7092	
4	ⓘ	★	AMAZONS	5534	
5	ⓘ	★	AMAZON.IN	4379	
6	ⓘ	★	AMAZONAS	3214	
7	ⓘ	★	AMAZONIA	2333	
8	ⓘ	★	AMAZON.CO.UK	2065	

Figure 7

*Frequency Distribution of the Lemma "*cloud" in the NOW Corpus*

HELP			ALL FORMS (SAMPLE): 100 200 500	FREQ	TOTAL 1,115,223 | UNIQUE 2,626 +
1	ⓘ	★	CLOUD	1003208	
2	ⓘ	★	ICLOUD	37451	
3	ⓘ	★	SOUNDCLOUD	14394	