

### **What does eco-consciousness look like?**

Discourses in customer magazines shape public perceptions of an ecological production and consumption. Many consumers in western societies want to make "green" choices, something that companies can use for their own earnings. Therefore, it is important to understand and critically discuss how ecological production and consumption is construed in customer magazines. In this study I investigate how visual resources in combination with words are used to construe and promote an ecological lifestyle and eco-consciousness.

The material analyzed comes from three Finland Swedish customer magazines published by large grocery retailers in Finland, in 2016. The focus of the study lies on the analysis of representations of an eco-conscious model reader in multimodal texts. The theoretical framework is Halliday's (2014) social semiotics approach to language and the grammar of visual design outlined by Kress and van Leeuwen (2006). Ideational and interpersonal meanings in visual representations are analyzed and compared with those in written representations. In the written representations the model reader is invited to an eco-conscious community through the use of *we*, while in the visual representations the model reader often gets, through the use of product placement, a position as a consumer.

This study is the fourth part of my ongoing PhD-thesis with the working title *Ecologically conscious consumer as a product of language practices in marketing communications*. In the previous parts of my project I have considered written resources. The study design, material sample and concrete research questions according multimodality are still in progress. I am looking forward to hearing your points of view on these topics.

#### References:

Halliday, M.A.K., revised by Matthiessen, Christian M.I.M. 2014: *Halliday's Introduction to Functional Grammar*. 4<sup>rd</sup> ed. New York: Routledge.

Kress, G. & van Leeuwen, T. 2006: *Reading Images: The Grammar of Visual Design*. 2<sup>nd</sup> ed. London: Routledge.