

Ecological Ideologies and ESG Communication in Wake Up Everyone by Greg Mbajorgu

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Abstract- *This paper examines how ecological choices in Wake Up Everyone construct and communicate competing environmental ideologies and how these align with contemporary Environmental, Social, and Governance (ESG) communication principles. Through qualitative discourse analysis, the study explores how language frames climate change, responsibility, and sustainability practices. The findings reveal that the text reflects real-world communication challenges, including fatalistic narratives, resistance to sustainable practices, issues of credibility, and the need for clear, action-oriented messaging. The paper argues that effective ESG communication depends not only on policies and actions but also on the strategic use of language to promote accountability, inclusivity, and behavioural change.*

Index Terms— *Climate Change, Ecological, ESG Communication, Sustainability Discourse, Environmental Responsibility*

I. INTRODUCTION

Sustainability discourse has become central to global conversations on climate change, corporate responsibility, and social equity. Within this context, ESG communication has emerged as a key tool for shaping stakeholder perception and engagement. However, the effectiveness of such communication depends largely on language—how environmental issues are framed, explained, and connected to human experience.

Ecological, which examines the relationship between language and the environment, provides a useful framework for analysing sustainability communication (Stibbe, 2015). It highlights how linguistic choices can either reinforce harmful ideologies or promote ecological awareness and responsibility.

This paper applies an ecological lens to Wake Up Everyone, demonstrating how the text reflects

broader ESG communication dynamics. By analysing selected excerpts, the study shows how language constructs ideologies of urgency, denial, responsibility, and resistance, offering insights into effective and ineffective sustainability communication.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

This study adopts a qualitative discourse analysis of Wake Up Everyone (Mbajorgu, 2011). Selected excerpts were analysed based on their linguistic features, including presupposition, metaphor, pronoun use, and evaluative language.

Relevant literature on ecological and ESG communication was also reviewed to support the analysis. Foundational work by Stibbe (2015) and studies on greenwashing and sustainability communication (Delmas & Burbano, 2011; United Nations Global Compact, 2021) provide the theoretical grounding for this study.

This combined approach enables a deeper understanding of how language functions as a tool for shaping environmental ideologies and communication practices.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

A. Framing Climate Change as a Shared Responsibility

The text constructs climate change as an urgent and collective reality. Statements suggesting that climate change is visible even to children position it as undeniable and immediate (Mbajorgu, 2011). The use of inclusive expressions such as “our climate” reinforces shared responsibility.

This aligns with ESG principles that emphasize stakeholder inclusion and collective accountability. Such framing reduces psychological distance and encourages engagement.

B. Fatalism and the Risk of Inaction

A contrasting ideology emerges through narratives that attribute environmental crises to divine will. This fatalistic framing removes human agency and reduces the perceived need for intervention (Mbajorgu, 2011).

In ESG communication, similar narratives can undermine credibility. Organisations that imply environmental challenges are unavoidable risk appearing disengaged.

C. Cause-and-Effect Language and Accountability

The discourse employs causal language linking human activities to environmental degradation (Mbajorgu, 2011). By explicitly connecting actions to outcomes, the text reinforces responsibility.

This reflects best practices in ESG communication, where evidence-based messaging strengthens trust and encourages informed decision-making.

D. Action-Oriented and Preventive Communication

The emphasis on learning, adaptation, and preventive measures reflects an ideology of preparedness (Mbajorgu, 2011).

In ESG contexts, this aligns with the growing expectation that organisations move beyond awareness to action. Action-oriented language bridges the gap between intention and implementation.

E. Resistance to Sustainable Practices

The text reveals resistance to ecological innovation, particularly in agriculture. Some characters dismiss sustainable practices as impractical using exaggerated language (Mbajorgu, 2011).

This mirrors real-world challenges in ESG communication, where stakeholders may resist change due to cultural beliefs or misunderstanding.

Effective communication must simplify concepts and highlight practical benefits.

F. Credibility, Greenwashing, and Trust

Issues of credibility are central to both the text and ESG communication. Dismissive or vague language reduces trust and may resemble greenwashing (Delmas & Burbano, 2011).

Clear, specific communication, by contrast, enhances credibility and aligns with stakeholder expectations for transparency.

G. Ecological Justice and Social Responsibility

The text also highlights environmental injustice, particularly in relation to corporate exploitation and rural marginalisation (Mbajorgu, 2011).

This aligns with the broader ESG framework, which integrates environmental, social, and governance concerns.

H. Simplicity and Clarity in Environmental Messaging

Finally, the text demonstrates the effectiveness of simple and direct language. Repetitive calls to action and clear messaging make environmental communication accessible and engaging (Mbajorgu, 2011).

In ESG communication, clarity is essential. Overly technical language can alienate audiences, while simple messaging enhances understanding and participation.

IV. RESULTS OR FINDINGS

The analysis reveals that Wake Up Everyone presents multiple ecolinguistic ideologies that reflect real-world ESG communication challenges, including:

- The importance of inclusive and responsibility-driven language
- The risks of fatalistic and dismissive narratives
- The need for clear, action-oriented communication
- The role of credibility and transparency in building trust

- The connection between environmental and social justice

These findings demonstrate that language plays a crucial role in shaping environmental perception and influencing sustainable behaviour.

V. CONCLUSION

This study demonstrates that *Wake Up Everyone* by Greg Mbajorgu provides valuable insights into the role of language in shaping environmental ideologies and sustainability communication. The text reflects key ESG communication challenges, including the need for clarity, accountability, and stakeholder engagement.

The analysis shows that language can either reinforce harmful narratives or promote responsibility and action. Therefore, effective ESG communication must combine transparent messaging with real-world action.

Ultimately, the findings reinforce that how environmental issues are communicated significantly influences how they are understood and addressed.

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