

Hands off Elephants and Rhinos: An Eco-Critical Discourse Analysis of African Animal's Extinction in World Activists' Banners

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ABSTRACT

There is no doubt that the ecosystem experiences significant climatic changes which cause environmental issues. A significant chapter in the history of global communities is the rise of opposition between the authoritarian leaders and the non-authoritarian public. The anti-party, whether the activists, the protestors, or the organizers utilize many ways of communicating their messages. In this study, we tackled extinction; one of Africa's most significant and dangerous environmental problems. The corpus consists of 13 accurately selected banners. It is divided into different sections dealing various issues and actions towards animals in Africa, such as: materialism, domination, racism, inequity, violence, selfishness, carelessness, climate change, cruelty, and abuse. The banners were analyzed according to critical discourse analysis and eco-linguistics framework. The researchers aim to shed light on extinction from an eco-linguistic perspective since eco-linguistic studies have not placed a strong emphasis on the extinction phenomenon. This study seeks for answering How far animals' extinction and climate change issues play an important role in preserving the ecological balance, supporting biodiversity, and ensuring the sustainability of life? It also serves as evidence of how humans treat other species and how they contribute to their extinction. The study concluded that human actions and climate change issues play a significant role in animal extinction issue in Africa which, in turn, leads to imbalanced ecosystems.

KEYWORDS

Extinction, Eco-Linguistics, Critical Discourse Analysis, Environmental Issues



1. Context:

The issue of human–nature interrelation goes back to ancient times till today; a truth to which no one's eyes could shut. Scientifically, ecosystem is the core of the scientific study of nature. Accordingly, an ecosystem is a physically defined environment, made up of two inseparable components: abiotic- a particular physical environment with specific physical characteristics such as the climate, temperature, and humidity and biotic - a set of living organisms such as man, animals, plants, micro-organisms, soil, water, etc., that are in constant interaction and are, therefore, in a situation of interdependence. Ecosystem works in 'balanced systems' where the interaction between the biodiversity contribute to a particular stability. Still, the beginning of the 20th century witnesses changes in ecosystems more rapidly than ever before due to human negative activities on ecosystems. But why are humans affecting nature negatively? Though there is no straight- forward answer yet one could suggest that man's thirst to transform nature is endless, unfortunately.

Plausibly enough, man's negative activities against Mother Nature resulted in animal disturbances and the endangered animals is the co-researchers' main concern in the current study. Although the two Iraqi co-researchers' roots (the MA candidate and his advisor) belong to rural and urban spots being Mosul and Assalamya (close to Tigris River about 42 km from Mosul) in Nineveh, respectively, they are concerned with animals' threat, whether farmed or wild in Iraq and the world.

On the one hand, the series of wars in Iraq left the animals at risk; farmed animals in Nineveh is a case in point where the white sheep turn black. Traditionally, the Spanish farmers believe in the black sheep symbolism as talisman bringing good luck for the farmers and the cattle since "... [they] use completely black sheep, the offspring of white mothers, as magical elements to protect flocks from bad luck" (Vidal-González, 2019, p.:75). The black sheep symbolism is not the case in Iraq, though. An article titled "When the sheep turn black, war's toxic legacy can no longer be ignored" posted on *The Guardian* (Fri 3 Nov 2017 13.18 GMT) where Erik Solheim writes: "The battle for Mosul has left the city caked in soot and shrouded in smog. When will the world realize that the environment is not merely a silent victim of war?" (Reporter, 2022). The 'conflict and arms' and setting fire in 19 oil wells (Qayyarah, Nineveh in 2017) brought about an environmental crisis where "[t]he plant burned for months, spewing as much sulphur dioxide into the atmosphere as a small volcanic eruption", says Erik Solheim.



Fig. (1): Sheep blackened by the soot from oil fires started by Isis militants are seen in Qayyarah, south of the Iraqi city of Mosul. Photograph: Maya Alleruzzo/AP

In the long run of literature, environment and environmental issues have been the scientists', social scientists', linguists', and language scholars' interest which led to sub-fields of language study

known as ecolinguistics (Adedun, 2017, p.: 2). During the last century, research has been increasingly drawn towards understanding the human–nature relationship (Guiney & Oberhauser, 2009; Nisbet & Zelenski, 2013) which requires research of its coverage from an interdisciplinary approach. The biodiversity sharing one planet may voice: Is such decreasing noise in the variability of worldwide animals effective? Does it reflect predictable differences in species? Some species were prone to extinction; others are relatively resistant.

2. Statement of The Problem:

Extinction is a serious issue that the entire universe must deal with. The way people think about saving Mother Nature is greatly influenced by discussions about climate change and other environmental concerns. Eco-linguistic studies have not placed much emphasis on the extinction phenomena through environmental discourses. Climate change-related issues are the main focus. The ecosystems greatly benefit from biodiversity.

3. Research Questions:

1. When analyzing environmental discourses, does animals extinction play an important role with the climate change issues on the ecosystems?
2. Is there any relationship between animal extinction and humans' negative deeds shown in environmental protests discourses?

4. Aims of The Study:

In this study, the researchers aim at:

Unveiling animals' extinction crisis as a serious issue just like climate change issues, magnifying mankind's negative deeds towards animals in Africa, and emphasizing the fact that animals are part of the biodiversity which have their rights and deserve to live the life they are created for through environmental discourses.

5. Theoretical Background: Eco-Linguistics, Critical Discourse Analysis and Extinction:

Without a doubt, each word in the title of this section has a theoretical and historical context. The researcher discusses each word's theoretical foundation in the subsections that follow, highlighting the key aspect of each term.

5.1. Eco-Linguistics:

The term Ecolinguistics has been used since at least the 1990s (Fill & Mühlhäusler 2001: 1). The term ecology has been considered in linguistic accounts since at least the work of Einar Haugen in the 1970s. Ecolinguistics has been applied to different approaches and interests. Some of these approaches are more relevant than others in relation to the larger ecological turn in humanities and social sciences. It has been used to describe studies of diversity and interaction of language, the kind of studies of texts like signposts which are outdoors, the analysis of texts that are related to the environment, and many other diverse areas. Different understandings of the term ecology come from the multiplicity of approaches i.e., narrowing the concept from being abroad to environmentalism (Stibbe, 2015, pp.:7-8). Ecolinguistics examines the role of language in the life-sustaining interactions of humans, other species, and Mother Nature. The first goal of this field is to create linguistic theories which consider humans as a part of the ecosystems that life relies on and not only as part of society. The second one is to show the way linguistics can be applied to view key ecological issues that are from climate change and biodiversity loss to environmental justice (Dash, 2019, p.:4).

The term Ecolinguistics has two parts: ecology and language. For the first part, it has different explanations. Steffensen and Fill (2014) discusses four

ecologies of language. The first interpretation argues that language happens together with symbol systems in a particular area. The second one shows that it is in a natural ecology made up

of ecosystemic and biological situation that language exists. The third one argues that language speakers' circumstances and discourse communities are formed according to cultural and social factors. The last explanation adopts a cognitive perspective that is language is facilitated by the power between environment and its biological entities. In addition, Stibbe (2015) defines ecology taking into consideration the perspective of the vital relationships between human beings, other species, and Mother Nature they depend on. Another question rises which is how ecology links with language. For language as it is the second part of the term ecolinguistics, it forms how humans think and conceptualize the world, so determines how humans interact with other species and nature. The typical example is the metaphor that humans often use in our daily life "THE EARTH IS OUR MOTHER". This metaphor forms the relationship of humans with the Earth that is human beings are sons of the Earth. This affects the way humans interact with the Earth suggesting that humans should show respect and love to our mother and should not harm her by polluting the environment (Stibbe, 2015, pp.: 8-9). To conclude, ecolinguistics is "the life-sustaining relationships of human with other humans, other organisms and the physical environment, with a normative orientation towards protecting the systems that humans and other forms of life depend on for their wellbeing and survival" (Gong, 2019, p.:6-7).

5.2. Critical Discourse Analysis:

CDA is defined as a branch of discourse analysis, which is concerned with analyzing mysterious and clear structural relationships of dominance, discrimination, power and control (Fairclough, 1993, p. 135)

In the literature of discourse analysis (DC), Van Dijk (2008) views CDA as a field which is interested in examining and analyzing both written and spoken texts to disclose the logical sources of power, dominance, inequality and bias. It studies the way these discursive sources are kept and reused within specific social, political and historical contexts, i.e., CDA goal is to examine critically the inequality of the society as it is expressed, signaled, constituted, legitimized by the language use or in discourse (El-Sharkawy, 2017, p.17). There has been significant work in CDA which discloses the role that the language plays in promoting racism, sexism and oppressive power relationships (van Dijk, 2008; Fairclough, 2014), and in cognitive linguistics which investigates both the general metaphors we live by (Lakoff & Johnson, 1980) and the cognitive frameworks that play a distinct role in political life (Lakoff, 2004). These theories and frameworks tend in the past to concentrate exclusively on mankind's relations with each other; they can also be applied to wider ecological issues (Alexander 2009; Nerlich 2010; Larson 2011; Milstein and Dickinson 2012) .

5.3. Extinction:

Animal extinction is one of the important issues which is related to environment. Extinction occurs due to many reasons. Climate change and human being's behaviours are the most that lead to animal extinction. Mankind's racism, abuse, inequity, injustice, etc. lead to extinction. Humans' changing of landscapes, the unsustainability use of wild species, expansion and intensification of croplands and the increasing threats which are associated with a changing climate are all contributing factors that lead to an ongoing biodiversity extinction crisis. Species can affect the function of ecosystem and can reduce the production of biomass reducing the stability of ecosystems and causing irreversible changes or even ecosystem collapse (Bachman et al., 2019, p.:2). Records confirmed that more than 99% of all the organisms that have ever existed on Earth are extinct. As the new species involved to fit the changing ecological niches, the older ones fade away. In the last 500 million years, 75 to more than 90% of all the species lived on Earth have vanished in a geological blink of an eye in what is called mass extinctions (Greshko& National Geographic Staff, 2019, p.:1).

5.3.1. Extinction in Africa:

Animals in Africa are threatened of being extinct. Mankind are in the top list of the main reasons that cause animal extinction. The deeds of mankind rise the possibility of leading to the

extinction of half of African animals like birds and mammals by the end of 2100, as it is said by a UN-backed study (BBC News, 2018, p.:1). Trophy hunting is considered as one of the main causes resulting in animals' extinction and it is overwhelmed in Africa. The diversity of wildlife in Africa is considered as one of the continents' biggest, unfortunately, many are heading alarmingly close to extinction. There are also smaller and less known species that are endangered although the plight of bigger creatures like the rhinoceros. According the report of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), mankind is a serious threat to almost all animals due to exploitation, deforestation, hunting, and pollution.

Many countries depend on a certain endangered kind of animals in tourism, such as Rwanda, with its unique gorilla population (Thompson, 2018, pp.:2-3). There are more than ten species of animals facing extinction. A hundred years ago, wildlife in Africa flooded the plains in droves. Hundreds of thousands of different species like rhinos, lions and millions of elephants wandered almost every spot of the continent except the uninhabitable deserts. Now, only a fraction of them remain because of the reduction of their territory to a few protected refuges, and because they face a serious threat. Rhinos are considered as an umbrella species because they are at the top of the food chain since they have no predators. Rhinos are the largest grazer in Africa who affect the ecosystems. They only feed on certain types of grass. They act like giant living lawnmowers. Within a matter of decades, many could face extinction. It is extremely important to monitor them (Safaris, 2018, pp.:1-2). Rhinos and wildlife are facing similar threats to their continued survival in the wild starting from homeland loss because of climate change and the expanding human development and political conflict that paved the way for hunters to hunt and poach rhinos. Within ten years, Africa's rhino population could face extinction as has been warned by animal welfare experts. Although South Africa is on the top list of having the largest population of the species in the world but their existence is under a serious threat from being hunted and poached. One of the main reasons that lead to extinction is the demand from Asian markets for their horns (Maseko, 2015, p.:1).

6. Framework, Procedure, and Corpus:

Extinction is a serious phenomenon threatening the ecosystems of the whole universe. In Africa, injustice, tyranny, and inequality are mostly the result of poverty, colonialism, and capitalism. The poor man kills and hunts animals in order to get money from the sale of their organs, such as ivory of elephants and rhinos, and fur of certain species. Poor humans and animals both suffer from a range of problems, including authority.

The procedure the researchers followed for sample analysis involved subdividing the sample into various sections. There are multiple banners in each section that illustrate an issue that touches animals. The texts and symbols in each banner will be analyzed according to CDA and semiotics. In terms of CDA, the researcher took into consideration the issues of inequity, injustice, racism, domination etc. that the text in the banner reflects. In terms of semiotics, colours and symbols were analyzed reflecting the idea the protestors raised. The analysis according to different reflections of mankind on animals is explained in Figure 2.

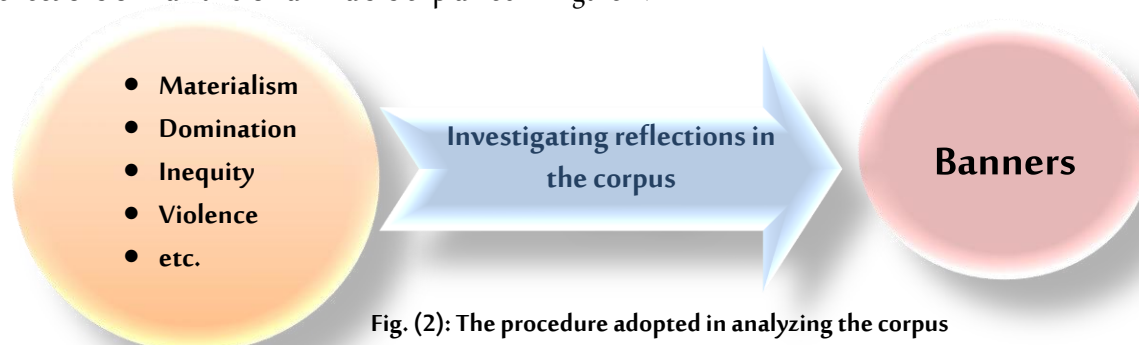


Fig. (2): The procedure adopted in analyzing the corpus

Technology has made everything attainable. The first step is to collect banners that are related to extinction protests from different websites. thirteen banners were selected accurately to serve as the corpus of the analysis. The researchers provided insight on the causes of animal extinction by analysis of the linguistic texts in the banners. In order to ensure the sustainability of life and the balance of ecosystems, the researchers also aim to present and suggest solutions that contribute to save what can be saved of species that are at threat of extinction.

Understanding the structures and tactics used by powerful people and organizations (the authoritarian side) to persuade and influence the non-authoritarian side is essential. In other words, dominant production, which has two basic components: production and reception, is the core subject of critical analysis. identifying the ways in which dominance is implemented, articulated, or justified in the development of various textual and discourse structures, as well as the results or implications of these structures for people who receive them (Van Dijk, 1993, p. 259).

The pioneer of ecolinguistics today, Prof. Dr. Arran Stibbe, described ecolinguistics as "...life-sustaining interaction between humans, other animals, and the physical environment" in his first book edition (2015, p.: 184). Ecolinguistics values and supports those who preserve, look for, and respect nature while condemning those who damage it regardless of non-human animals. It focuses on the CDA theory and how discourse assessment may be accomplished using it (Dash, 2019, pp.: 4-5).

In addition, since it examines how individuals make meaning on a regular basis to evaluate the connections between signals and their purposes, semiotics is regarded as a significant approach to communication research in the literature (Chandler, 2007, p.: 2). According to Matusitz (2017, p.: 1588–1590), semioticians study signs, symbols, and their associated systems and processes.

7. Results:

Group A: Reflection of Banners on Mankind's Materialism on the Behalf of Animals:

Some systems are weaker, some are stronger, and humans seldom really stand on the side of the weaker. The strong systems grow enthusiastically into the realms of the latter and sometimes bring them to extinction (Fill & Mühlhäusler, 2001 p.:86). Sometimes humans even invent new systems only for the purpose of the damage or destruction of others. Banner, one tackles a very serious issue which is extinction. On Saturday, tens of thousands marched across Africa and other countries to urge governments to take more action against the poaching trade, which many worry is pushing rhinos and elephants dangerously close to extinction (Agence France-Presse, 2014, p.:1). Banner, one has a text in present tense due to the use of the main verb "is". The text in the banner includes two inspiring words to consider, viz. "extinction" and "forever". "Extinction" means an animal, plant, etc. no longer existing (Oxford Dictionary, 2006, p.:276). Protesters used the adverbial of time "forever" indicating that as long as mankind exists, extinction is there. It is a matter of losing species forever. The mixed banners, i.e., the verbal and non-verbal carry pictures of two of the endangered animals in Africa which are "lion" and "elephant". Lions in Africa are hunted for their fur which is used in making clothes but what makes man warm and handsome is the lion's death at the same time. Also, elephants are killed for the sake of ivory trade. These two animals are also taken to zoos and circus. It is hunters' greed that may lead to other species' death. Materialism is one of the main causes that brings death to other



Banner 1: Johannesburg, South Africa, 2014, Demonstrators in Johannesburg, South Africa, where at least 700 rhinos have been killed this year

species. Human must realize the fact that losing specific species, an imbalance in the ecosystems grows. Materialism is a significant factor results in animal extinction.

Banner two shows people carrying several banners with pictures of elephant and rhino. The banners have different texts yet they convey the same message. They used the word "END" and "STOP" meaning obligation and necessity to stop poaching animals. The word "TRADE" shows that animal hunting has become business. What brings money and happiness to man is death of other species on the planet. In addition, protesters added the term, "POACHING", which means killing or hunting animals in lands which is not belonging to the hunters. This is a clear message that the animals have their own lands similar to mankind. Viewing the phrase, namely "GLOBAL MARCH", protesters would like to show that killing animals is a matter of a global environmental issues. The protesters' wording, "END THE SLAUGHTER", in an imperative form highlighted that hunting animals is barbaric, cowardly, violent and unnecessary.

Banner three carries key evidence of materialism. It reads: "President Mangagwa, please stop the overseas trade of baby elephants". The text is a request due to the use of the term "please" followed by the verb in present tense "stop". Protesters used the name "MANGAGWA". Originally, Emmerson Dambudzo Mnangagwa is a Zimbabwean revolutionary and politician who has served as President of Zimbabwe since 24 November 2017. This name suggests that African countries enact severe rules to prevent animals hunting. Moreover, the significant terms "UK" and "IMPORT" point towards the idea that hunting animals is trade as ivory is sold to Asian and European countries. It is undeniable issue and decision-makers must do something for the sake of animals. Since a century, the African plains are overrun with wildlife. With the exception of the inhospitable deserts, millions of elephants, lions, and rhinos roamed practically the whole continent. Only a small fraction of them are left now (Safaris, 2018, p.:1). Mankind should protect these endangered animals no matter what costs.



Banner 2: Nairobi, Kenya, April 13, 2019, NAIROBI, Kenya (AP) — Hundreds of Kenyans have marched in the streets of the capital to call for the ban of international wildlife markets that specialize in endangered species.



Fig.3: This undated stock photo shows an elephant head with ivory tusks and other hunting trophies in a taxidermy store in Bulawayo, Zimbabwe.



Banner 3: London, UK, 2019, Protest march taking place in London demonstrating against the threat of extinction of wildlife and highlighting the act of trophy hunting in particular of elephants and rhinos.



Banner 4: UK, 2019, Demonstrations at the United Kingdom requesting animal circus ban

Group (B) Banners: Reflection on Mankind's Domination over Animals /or Mankind's Racism against Animals:

Animal imprisonment in zoos and circus sounds to be one of mankind's harmful deeds. "Forcing wild animals to perform confusing tricks is a barbaric practice that has no place in a compassionate society," says animal rights charity PETA (Johnson, 2019, p.:2). The collection of banners in Banner 4 conveys the idea that animals have rights similar to mankind. The protesters adopted the verbs "STOP" and "BAN" in their banner's texts in an imperative form to emphasize the seriousness of the situation. Human beings use animals for their personal entertainment in circus and zoos where animals are obliged to do activities to satisfy human's instinct. Animals in circus are suffering due to the bad treatment there as they are imprisoned in cages to satisfy man's vanity in pleasure. The protesters used the name "CAMERON" referring to power holders in UK. They also used the word "CLOWNING" to signify the regime's carelessness towards animals who have the right to live their wildlife in natural atmosphere rather than being captivated. Wild needs animals and animals need wild. Imprisoning them in circus and zoos is one of the main causes that lead to death. In circus or zoo, animals are endangered while man is looking for fun and joy having fun looking at those animals imprisoned or obliged to do some funny movements away in the spot of man far away from wildlife. (Priya, 2019).



Fig. 4: America, 2019, Zoo in Kampot, Cambodia. 2008. (Photograph accreditation: Jo-Anne McArthur / We Animals)



Banner 5: London, Wednesday 1 May 2019 9:35 am, Climate change activists demonstrate opposite the Bank of England in the financial district in London

Moving to another endangered species, banner five conveys the message of freeing the imprisoned canaries. In the illustration, Protesters' imperative form "DON'T" with negation referring to the decision-makers' urgent role enacting a law prohibiting animals' imprisonment. Besides, "JAIL" connotes a negative meaning; it is commonly used in judicial context and combined with guilty people. Animals never been guilty because they were created only to live the life that they were created for. Again, all the letters were capitalized to emphasize the protesters negative attitude towards animals' imprisonment.

Group (C) Banners: Reflection of Mankind's Inequity:

"JUSTICE FOR ANIMAL" is repeated six times on the banners in banner six. It is a demand. It is clear evidence that human beings are unfair in killing and hunting animals. "JUSTICE" is a powerful word high lightening that animals also have the right to live. Protesters' non-verbal tool, whether



Fig. 5: Vietnam, Hanoi Circus, March 2017 Asian elephant forced to perform clearly damaging tricks



Banner 6: Jakarta, 13 maart 2012, Activists wear costume and masks of endangered animals during a protest against animal cruelty outside the Supreme Court in Jakarta

the masks of different animals and the gorilla dress, enforces their message in the protest. The person who dresses the body of gorilla and the way he/she is protesting is clear evidence that animals are suffering and struggling due to human beings' terrible actions. The other protesters are wearing masks of the animal's monkey, tiger, and elephant; these are samples of the most threatened animals. Evidently, this is a magnificent way of saying: 'If animals cannot tell or protest against injustice, we will do'. Animals have rights to live the life they are created for yet human beings are injustice with animals; they kill and hunt the animals merciless. Underestimating the life of animals when hunting and killing them in Africa may result in highly dangerous problems with ecological imbalance that affect the entire world.

Group (D) Banners: Reflection on Mankind's Violence towards Animals:

To start with all the nature activists and those who care and try to keep the balance of the ecosystems, the protester described TROPHY HUNTING as barbaric, violent, coward, and unnecessary. Hunters are barbaric and violent; they show no mercy when it is about animals who are created for sharing mankind the planet. In Africa, animals are hunted and killed for the sake of money. Money does not last forever but extinction will. Humans' greed is what allowed creatures on the endangered species list to emerge in Africa and other continents. Many species could go extinct in the next decades. In Africa, more than 10 different animal species face extinction (Safaris, 2018, p.:2).

Group (E) Banners: Reflection on Mankind's Selfishness:

Banner eight is a mixed type of banners which includes a text and a picture. The texts are written in capital letters indicating certainty and necessity which are represented in the sentence in present simple form: "NO ONE IN THE WORLD NEEDS A HORN BUT A RHINO". Negative words are chosen on purpose to communicate a message. So, the sentence indicates that human beings are selfish since they take things belong to others. The other text also in present simple which reads: "I HAVE FAMILY I HAVE A LIFE AND A PURPOSE I AM NOT YOUR TROPHY" with a lion's picture. The pronoun "I" is used to clarify that animal address hunters saying: 'Animals have families, a life, and a purpose to live for. The word **FAMILY** refers to the importance continuum of the specie and the word, "LIFE", refers to the right to live just like mankind.



Fig. 6: November 22, 2013, Ivory being cut from a rhino to be illegally traded. © MICHEL GUNTHER / WWF-CANON



Banner 7: United Kindom, August, 2019
Protesters at the fifth annual Global March for Elephants and Rhinos in London marched through central London



Banner 8: Nairobi, in Kenya Saturday, April 13, 2019, NAIROBI, Kenya (AP) — Hundreds of Kenyans have marched in the streets of the capital to call for the ban of international wildlife markets that specialize in endangered species.



Banner 9: UK, Monday, september, 2019, Protesters demand a UK ban on imports of 'trophy hunt' animal parts

Added to this, the word "PURPOSE" refers to the purpose that animals are created for which is preserving the balance of the ecosystems.

Group (F): Reflection of Mankind's Carelessness over Animals:

In banner nine, the text "DON'T SHOOT AFRICA'S LAST" is a clear message of how serious the issue is. This female protester uses the negated imperative word "DON'T" with the verb "SHOOT" which carries the meaning of death. She uses it simply because in Africa animals are killed. "AFRICA'S LAST" indicating that there are indeed an endangered animals in the continent. She tells the hunters you may lead specific species to extinct.

In banner ten, the verb "LET" is used in an imperative form pinpointing at enacting law to stop hunting rhinos. The adjective "OLD" directs the attention to the fact that hunters are tracing back old rhinos which are preferable due to their huge horns which, in turns, mean more money. The name of the endangered specie "RHINO" is included in the banner. It is worth noting that both rhino and elephant are the most hunted wild animals in the world. The verb "LIVE" is also used to indicate the importance of keeping such specie alive for the ecosystems. Again, the name of this specie is used with certainty of not hunting it "NO TO RHINO SPORT KILL". The use of negation and "SPORT KILL" indicating that human beings made killing rhinos a kind of sport. Negation appears when the protesters use "KILLING IS NOT CONSERVATION". The word conservation has a positive meaning while killing has a negative one. They are used to show the discrepancy of human actions. In brief, mankind are selfish and careless with animals.

Group (G): Reflection of Climate Issues on Animals:

Climate issues are a new component in banner eleven that affects creatures and makes them become extinct. This is a mixed type of banners since it has a text and a skull symbol. "EXTINCTION REBELLION" is one of the names that protestors give for their marches. The word "REBELLION" is used to show that the protesters will not retrained from streets until they make difference. The other text is "FOSSILS FUELS=EXTINCTION". The demonstrators use "FOSSILS FUELS" to demonstrate the harmful impacts on the entire world. Fuels like gas, coal, and oil that are created underground from plant and animal remains millions of years ago are referred to as fossil fuels. Such types of fuels have a huge role in polluting the atmosphere. The demonstrators used this symbol "=" illustrating the situation where there is extinction anytime fossil fuels (humans)



Banner 10: Saturday, Jan. 11, 2014, in Dallas, Pat Antonisse, left, of Dallas, Susan Oakey, center, of Dallas and Gary Angle, right, of Richardson, Texas, holds sign protesting outside the Dallas Convention Center where the Dallas Safari Club is holding its weekend show and auction



Banner 11: London, October, 2019, Extinction Rebellion protesters block the road in front of the Bank of England in the City of London on Monday



Banner 12: Copenhagen, Denmark - September 1, 2018, Vegan woman of mixed race protesting against cruelty to animals and eating meat with sign saying stop killing

exist. Human beings are responsible for climate change issues which lead to other issues and the problem of extinction.

Group (H): Reflection of Mankind's Cruelty against Animals:

In banner twelve, all the letters of the sentence are capital to emphasize how important it is to avoid killing animals. The sentence starts with the verb "STOP" which connotes the imperative meaning of warning. The word "KILLING" means stealing other creatures' lives. The protesters use the plural form "ANIMALS" indicating that all animals' species should be saved from killing. To be noted, the three words are in red which symbolize danger, death, and blood. Green colour appears in the next sentence indicating that man must be vegan. They use the verb "GO" in an imperative form in order to show the importance of avoid killing animals. "VEGAN" means a person who does not eat any food derived from animals and who typically does not use other animal products. The use of the word "TODAY" indicates that man must not delay and immediately shift from animal food to vegan.

Group (I): Reflection of Mankind's Abuse over Animals:

Three ladies are carrying leaflets while wearing elephant masks and getting their bodies painted in grey in banner thirteen. The purpose of "NAKED TRUTH" is to expose the shameful reality of elephant suffering. Elephants are beaten in circuses and zoos to perform tricks, which is an incontrovertible fact that is the subject of the documentary "ELEPHANT BEATEN." Another "END ELEPHANT USE and ABUSE" banner in an order form decries the abhorrent practice of employing elephants in circuses and zoos as entertainment. It is urgent to put an end to human abuse of animals. "ELEPHANTS CHAINED FOR DAYS" is another awful reality that is stated. Elephants are kept in chains and cages. There is no excuse for making elephants do stunts. Zoos and circuses should stop doing elephant performances immediately.



Banner 13: Verizon Center, Washington, D.C. 2015,
Three women wearing little more than gray bodypaint and shackles stood outside the Verizon Center in Washington, D.C., to call out Ringling Bros. and Barnum & Bailey Circus for forcing elephants to perform for another three years

8. Conclusions:

The current study came out with a conclusion that animal's extinction and climate change issues play a significant role in the balance of ecosystems. The study also concluded that mankind's deeds are the main cause that lead to extinction and biodiversity loss. In order to assure life-sustaining, an urgent solution is needed that is enacting laws that protect and prohibit hunting animals.

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- Figure (1).
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