

Exploring Online Eco-linguistic Communication Strategies on the Conservation of Maasai Mara Game Reserve and Mau Forest Complex

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This paper critically appraises the ways in which the environment, sustainability and ecologies within the Maasai Mara Game Reserve and Mau Forest Complex are presented, represented and constructed through various forms of language via online communication. The paper explores both the symmetrical and asymmetrical approaches used by environmental conservation bodies and agencies with focus on websites, blogs, Facebook accounts. Various theoretical concepts within environmental discourse analysis such as eco-critical discourse analysis, critical ecolinguistics, language of ecology and environmentalism are used to explore the discursive linguistic discourses on sustainable development used by both the conservationists and the targeted publics. The study analyses discourses used with a view to establishing best online linguistic practices with environmental publics.

Key words: ecolinguistics, ecologies, sustainable development, online communication