

# *From Forest Words into Forest Action / Metsäsanoista metsätekoihin*

## *SeedLING*

*Kone Foundation In the Woods / Metsän Puolella 2024 - 2027*



## **What we study**

1. Possible greenwashing in the online communication campaigns of the mainstream forestry related institutions of Finland (*e.g. the Finnish Forest Foundation / Suomen Metsäsäätiö, the Finnish Forest Industries Federation / Metsäteollisuus Ry or the Finnish State-Owned Forestry Company / Metsähallitus*)
2. The current public opinion on forest related issues in Finland; the effects of various forest related discourses on the public opinion

## **Main methods**

- Ecolinguistic content analysis, ecocritical discourse analysis, systemic-functional multimodal discourse analysis (*meanings across semiotic modes*), Transitivity (*verbal semantics*) and Appraisal (*evaluative language*) analysis;
- corpus assisted discourse analysis, unassisted machine learning (*topic modelling*), quantitative and qualitative analyses of survey data

## Some of our aims

- To understand and criticize the **values / ideologies** behind typical elements in the **communication** of mainstream Finnish **forestry actors**
- To investigate the **attitudes Finnish people** have towards the studied forestry actors
- To **open up the discussion on Finnish forests** and **improve the critical literacy** skills of the public in this respect
- To provide **tools for decision makers** for recognizing hidden agendas

## Participants and collaborators

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