

Innovative Data Analysis Methodology for the Promotion and Communication of Decarbonisation Projects of Italian Internationalising Companies

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Abstract

Climate change now appears as a pervasive social phenomenon and a serious challenge for global communities. In the last decades, there has been a considerable progress in the understanding of how to communicate the scientific knowledge associated with climate change to audiences with different knowledge backgrounds.

Furthermore, the private sector faces the ever-growing demand for more sustainable products and services by customers and stakeholders. In particular, decarbonisation has been identified as one of the solutions to prevent climate emergency and, for this reason, the achievement of carbon neutrality is increasingly becoming a matter of competitiveness for companies.

On this premise, the present study provides an analysis of the evaluation of linguistic data related to the promotion and communication of decarbonisation projects in corporate discourse. The way in which environmental issues are communicated can have an important influence in the success, acceptance or failure of decarbonisation projects, as well as on public understandings, therefore it is crucial to reflect upon the pivotal role that language plays in climate change communication.

In this light, the main aim of the research is to investigate the ground between the use of the English language for the intercultural communication and target opinions and perceptions associated with climate-related risks and opportunities through quantitative and qualitative research methods. In doing so, the project devises a theoretical framework based on Corpus Linguistics, Critical Discourse Analysis and Appraisal Linguistics.

Data will be collected in a large corpus, that will be purposely built, and analysed with an appropriate software. This project will have a positive socio-economic impact, since it intends to support Italian companies that are investing in the ecological transition and need experts in data-based communication and marketing analysis, who will be able to analyse big data and consider attitudes, ideological values, and cultural differences to improve their communication procedures.