

# CHAPTER I

## INTRODUCTION

### 1.1. Research Background

The issue of the environment has become one of the most crucial concerns of many nations in the world today. Those environmental problems are deforestation, climate change, acid rain, until carbon emissions (Speth & Haas, 2006). Figure 1 illustrates that five among the top ten nations with the greatest amount of forests across the globe, such as Canada, Brazil, Argentina, Indonesia, and the Democratic Republic of the Congo, have a degradation in the value of their forests.

This degradation has a detrimental effect, for example the decline in worldwide environmental quality can be linked to various factors, including the effect of nuclear energy plant development on agriculture, failure to account for environmental implications in technology developments, and widespread economic and manufacturing growth by private businesses ((Decker & Rauhut, 2021); (Marton, Nemes, & Peti, 2022); (Simpson, Bradley, Palfreyman, & White, 2022)).

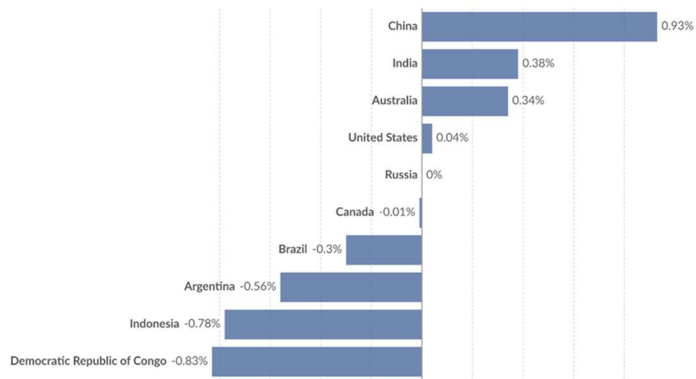


Figure 1: Degradation Percentage in the Value of Forest in 2020

Source: OurWorldInData.org

Developing nations encounter a significant challenge in efficiently handling their natural resources owing to their vulnerability to various hazards that may negatively impact human well-being, notably pollution ((E. Somanathan & Sterner, 2006); (Poulopoulos, 2016)). Adequate management of the environment is necessary in order to stop ongoing environmental degradation caused by significant development activities.

Indonesia which has substantial economic influence in Southeast Asia, and internationally ranked seventeenth, receiving rapid and beneficial growth ((Diputra & Baek, 2018); (World Bank Group, 2023)). The environment in Indonesia is worsening due to substantial economic growth (Ilham, 2021). The economic growth in Indonesia led to the emission of 1,495 million tonnes of carbon dioxide (CO<sub>2</sub>), based to report by the Country Climate and Development.

Not only Indonesia, but other area such as Scandinavia also experiences environmental damage. In Scandinavia context, it is mostly about how the transfer of heat happens within the atmosphere and on the outermost layers of the sea in Scandinavia, resulting in a sharp increase in sea warmth (Bresson, et al., 2022). This condition is

predicted to end up in high temperatures in the northern ocean and lower temperatures in the southern sea (Palter, Frölicher, Paynter, & John, 2018). As a result, the layer of ice melts and the percentage of phytoplankton grows, and may accelerate the rising temperature of seawater (Pefanis, Losa, Losch, Janout, & Bracher, 2020).

This problem become the factor that encourage the increasing of environmental advocacy movement in Scandinavia, including Sweden which one of the Scandinavian country, by their young activist namely Greta Thunberg. Hence, it is important for the advocacy movement in Indonesia to adopt the advocacy strategy utilized in Scandinavia, particularly the strategy represented by Greta Thunberg in this article. The environmental problems in Indonesia and Scandinavian countries may be key catalysts for the growth of the environmental advocacy movement.

Generally, NGOs in Indonesia actively participate in environmental advocacy, as examined by Sari and Febrianto (2023). But, the advocacy actions implemented by these NGOs in Indonesia are outmoded and have not achieved complete success in imposing influence over government policies. The lack of collaboration between the Indonesian government and NGOs has impeded the progress of advocacy efforts, consequently hampering the ability to impact environmental policy in an innovative way (Fajar & Dewayanti, 2023).

Thus, it is essential for environmental organizations in Indonesia to adopt an innovative environmental advocacy framework that has strong roots in environmental ethics. Environmental ethics is a field of study that examines the moral principles of environmental values, as well as the organizational and regulatory structures, and approaches to land and ecological conservation within socio-ecological

systems (Göçmen, 2023). Environmental ethics highlights the utilization of nature that occurs as consequence of extensive development, such as the growth of coalmines (Callicott & Frodeman, 2009). The Scandinavian environmental advocacy, led by the young activist Greta Thunberg, introduces an innovative advocacy strategy rooted in environmental ethics.

Greta Thunberg, an influential environmental activist, adeptly articulates her criticism at her young age through attending global conferences and forums (Murphy P. D., 2021). Greta's emergence into a prominent position has not only resulted in effects but has also served as a source of inspiration for over 10 million environmental activists who adopted the "school Strike" strategy in 2019 ((Sabherwal, et al., 2020); (Haugseth & Smeplass, 2023)). Greta Thunberg took part in activist efforts by delivering speeches at conferences and demonstrations that addressed environmental issues. This strategy could potentially serve as an innovative model for environmental advocacy.

In media context, there is a significant need to foster this type of innovative environmental advocating. The media has proven its capacity to effectively mobilize the interests of particular groups. The growth of media plays a pivotal role in the advancement of environmental awareness campaigns in society, specifically in the realm of environmental communication. Therefore, it is essential to analyze an innovative advocacy model that not only utilizes the progress in media, but also encourages creative strategies for advocacy in order to address environmental issues. The Greta Thunberg movement's success shows that widespread media attention accelerates the spread of knowledge in environmental communication.

This thesis focuses on the speeches delivered by Greta Thunberg between 2018 and 2022, utilizing 11 videos as sources of study (see Table 3). The authors selected the year 2018 as the starting point for the study's scope, as it aligned with the beginning of Greta Thunberg's initiative. More precisely, she began her protest by engaging in a school strike and conducting demonstrations at the Swedish parliament building. Hence, the author selected the time span from 2018 to 2022, during which Greta consistently delivers speeches at various global conferences.

These speeches will be analyzed by Critical Discourse Analysis (CDA) for analysis and advocacy strategy theory by Margareth E. Keck and Kathryn Sikkink which emphasize in four main advocacy strategies namely information politics, symbolic politics, leverage politics, and accountability politics. These method and theory are utilized to answer the research questions which will be the focus of this thesis.

## **1.2. Research Questions**

In order to ensure the scientific and conceptual validity of this research, it is necessary to formulate a research question or topic that will guide the thesis in accordance with its intended objectives. Essentially, the research question serves as the central inquiry that must be addressed throughout the thesis. The research questions of this thesis are:

- a. How does the new model of environmental advocacy strategy presented in Greta Thunberg's speeches in 2018-2022?
- b. How does these new model can potentially be implemented in Indonesia?

### **1.3. Argument or Hypothesis**

The authors argue that Greta Thunberg's speech is used as an instrument of strategy for her environmental advocacy, focusing on the worldwide rise of environmental problems caused by rapid industrial development that ignores environmental considerations and ethics. In essence, speeches serve as a tool or medium that Greta employs in her campaigns. The courage to critique in such an innovative approach has demonstrated its ability to grab attention and motivate young people to be aware and eager to take part in tackling ecological problems.

This argument centers on the way in which Greta Thunberg communicated her statements during numerous conferences and demonstrations. The speech was characterized by an interesting selection of terms, a strong and persuasive language, and remarks that encompassed both critique and constructive suggestions. This ensured that the speech was not solely centered on criticism, but also presented a range of ideas and solutions, including the proposal of a mutually beneficial resolution. Therefore, the author argues that the approach of advocating through verbal communication is a compelling method worth investigating as an innovative model in environmental advocacy, particularly for its implementation in Indonesia.

### **1.4. Research Objectives**

This thesis aims to achieve two primary objectives:

- 1) To describe the new model of environmental advocacy strategy employed by Greta Thunberg through her speeches during the period of 2018-2022.
- 2) To analyze the potential of implementing the new model of environmental advocacy strategy in Indonesia.

## 1.5. Literature Review

In order to strengthen and enhance the author's argument in the thesis, authors used relevant previous research. Previous research focused on applying Critical Discourse Analysis (CDA) techniques to examine a multidiscipline field, studying the role of Greta Thunberg as a young environmental activist, and exploring the linkage between environmental advocacy and environmental communication.

### 1.5.1. Critical Discourse Analysis (CDA) in Multidiscipline Field

CDA analyses a person's speech using critical thinking and pertinent academic fields (Tenorio, 2011). Previous research in multidiscipline field uncovered important results regarding the use of CDA in speech or any other kind of discourse interpretation. See Table 1 below for the conclusion of several recent studies.

<b>Author (s)</b>	<b>Main Finding (s)</b>	<b>Theory or Method</b>
Filipi & Wittig (2022)	Pierre Nkurunziza's address focused on three main themes: opposition to colonialism, the importance of unity and independence, and a critical analysis of contemporary politics	Words Analysis utilizing NVivo
Kakisina, Indhiarti, & Al Fajri (2022)	Manipulation is shown by the use of ideological polarization, insulting others, appeals to emotions, and a focus on asserting superiority	Strategies in manipulating discourse
Gera (2023)	Viktor Orbán publicly declared his notion that the LGBTQ community in Hungary is a social threat	Social Categorization and Populist Rhetoric
Morgül (2022)	Erdogan underlines the need to bring back Syrian refugees to their home country	Mixed Methods (Qualitative and Quantitative)

Parkinson & Herring (2023)	Joaquin Phoenix promotes Vegan Activism, campaigns for animal rights, and supports environmental protection	Veganism
Khan, Akhtar & Hassan (2022)	Speeches pertaining to French President Emmanuel Macron and the Charlie Hebdo issue	Ideological Square Model
Määttä & Vernet (2023)	Rising of anti-LGBTQ+ movements in France	Thread Analysis
Mejía-Cáceres, Rieckmann, & Folena Araújo (2023)	The socio-scientific method serves a crucial role in understanding climate change	Socio-scientific Approach

Table 1: Summary of Previous Table

According to Table 1, among ten publications from various disciplines, it is evident that the CDA approach is employed in a diverse range of issues across disciplines. Filipi & Wittig (2022) employed the CDA method to identify the speech themes listed in the table above. They utilized NVivo as a tool to visually present the words that were frequently cited by Pierre Nkurunziza, the former President of Burundi. The integration between CDA's methodology and NVivo's visualization capabilities enhances researchers' study by providing a powerful tool to visualize and strengthen data analysis. In a different study conducted by Kakisina, Indhiarti, & Al Fajri (2022) the CDA approach was employed to expose the manipulation present in the speech delivered by two prominent global figures, Donald Trump and Bolsonaro, in their dealings with of the Covid-19 pandemic.

Gera (2023) examined a speech delivered by Hungarian Prime Minister Viktor Orb'an, in which he targeted and persecuted



homosexual, gay, bisexual, transgender, and queer communities (LGBTQ). The study incorporated a variety of sources, including speeches, interviews, press statements, and newspapers. A different usage of the CDA approach is to identify the stance of a figure on an issue. Morgül (2022) exposed Erdogan's stance on the Syrian refugee issue in relation to the viewpoint of the Turkish president. Analysis of Erdogan's speeches between 2014 and 2022 reveals that he prioritized the repatriation of Syrian refugees. His emphasis was on facilitating the return of a growing number of refugees to their home countries.

In the field of environmental concerns, CDA plays a vital role in understanding speeches that primarily address environmental issues. The study conducted by Mejía-Cáceres, Rieckmann & Folena Araújo (2023) employed CDA to analyze the speeches given by the presidents of Colombia and Chile at the 2019 UN Climate Action Summit. The findings of the study revealed that both leaders emphasized the socio-scientific approach as a means of studying climate change.

Not only political leaders, but also prominent individuals in the entertainment industry can play a role in promoting environmental causes. Parkinson & Herring (2023) did a study analyzing the speech given by Joaquin Phoenix, an American actor, upon receiving an Oscar award in 2020. Phoenix's statement effectively promoted the concept of "Vegan Activism" as a means of advocating for the rights of animals that are sometimes ignored, hence bolstering efforts to address environmental damage.

It can be inferred that celebrities exploit the widespread attention they receive at events to promote their political agenda,

sometimes through advocacy. Additional instances of employing the CDA methodology include analyzing speeches derived from the contentious incident involving the French President, Emmanuel Macron, in connection with Charlie Hebdo (Khan, Akhtar, & Hassan, 2022). Furthermore, CDA has been employed to analyze a speech concerning the emergence of homophobic organizations in France using data from YouTube videos (Määttä & Vernet, 2023).

Previous research have not yet examined the combination of CDA method with the advocacy strategy theory in the field of international relations. By examining these research in detail, it becomes apparent that they primarily focus on analyzing the use of language using the CDA method. Thus, this thesis aims to combine the utilization of CDA with the theory of advocacy strategy, which is one of the theories in the field of international relations.

### **1.5.2. Greta Thunberg’s Speeches in Advocating Environmental Issues**

Greta Thunberg, a young environmental activist, has been advocating for environmental causes since her teenage years, employing protest strategies and delivering speeches, as explained in the Introduction section. Hence, it is crucial to examine the previous research on Greta Thunberg's speeches as a means of understanding her environmental advocacy strategy and identifying any gaps that this thesis aims to address. To obtain a concise overview of multiple prior investigations, please refer to Table 2 presented below.

<b>Author (s)</b>	<b>Main Findings</b>	<b>Theory or Method</b>
Penz (2022)	Communication strategies applied by environmental scientists and activists,	Critical Discourse Analysis (CDA)

	such as Greta Thunberg	
Gregersen et.al. (2023)	Greta Thunberg's speech reveals an intense and emotional reaction packed with anger	Anger associated with climate-related issues
Naz et.al. (2022)	Analyzed using the field of Eco-linguistics, it is found that Greta strategically uses language choices in her speeches to raise awareness about environmental issues	Eco-Linguistic
Konyaeva & Samsonova (2021)	Based on linguistic praxeology standpoint, Russian media portrays that Greta utilizes a mocking language in her speeches	Linguistic Praxeology
Ponton & Raimo (2024)	Greta applies a metaphor in her speech, which is examined through the perspective of Positive Discourse Analysis (PDA)	Positive Discourse Analysis (PDA)
Arce-García et.al. (2023)	A study examining the content of tweets discussing Greta's statement at the 2019 COP25 meeting	Analysis of Tweets
Corrias (2023)	Applying semiotic analysis to Greta Thunberg's speech, utilizing Stanley Cavell's idea of passionate utterance	Semiotics and Passionate Utterance
Loveday et.al. (2023)	Greta Thunberg's speech provides argumentation for the active role of women in international politics	Feminism

Table 2: Summary of Previous Research in Greta Context

Table 2 presents evidence of numerous perspectives that have examined Greta's involvement in environmental advocacy, particularly in the utilization of speech as a strategic instrument. In Penz (2022)

research, the communication styles of three significant groups were examined, one of which consisted of climate activists, including Greta Thunberg. This study was conducted by evaluating news reports from multiple British and US media, the IPCC, and speeches delivered by climate activist Greta Thunberg. Additional research conducted by Gregersen et.al. (2023) has uncovered the presence of anger and emotional expression in Greta Thunberg's speech during protest movements, such as the Yellow Vests.

The study of Greta Thunberg's speech is closely associated with linguistic sciences. In the study conducted by Naz et.al. (2022), the application of the Eco-Linguistic discipline in Greta Thunberg's speech on climate change is addressed. This research employs not just Eco Linguistics but also combines it with Norman Fairclough's three-dimensional model in discourse analysis examinations. Meanwhile, Konyaeva & Samsonova (2021) discovered that Greta Thunberg's speech can be analyzed from a Linguistic Praxeology perspective to examine how the media portrayed her speech. Based on this study, the Russian media inferred that Greta employed sarcastic language in her speech.

However, despite not directly employing linguistic studies, there is also study that explicitly investigates the language employed by Greta Thunberg in her speeches. Ponton & Raimo (2024) conducted a study on Greta Thunberg's speech from 2019 to 2022 using Positive Discourse Analysis (PDA). Their findings revealed that Greta employed metaphors to explain her arguments. In addition, Arce-García et.al. (2023) conducted an analysis of tweets on Twitter (X) to

further examine Greta's speech. This study revealed the discourse of tweets related to Greta in a total of 1,395,054 tweets.

In addition, Corrias (2023) analyzes Greta's speech using a semiotic approach that centers on Stanley Cavell's idea of passionate utterances. This research's analysis indicates that Greta's speech serves as a political representation aimed at challenging the gap between environmental law and policy. Furthermore, Greta's speech was analyzed from a feminist perspective. This is exemplified in the study conducted by Loveday et.al. (2023), where they examined Greta's books, tweets, and speeches to uncover the extent of women's participation in global politics.

Based on various earlier research, it's evident that none of them examine how speech is used to promote environmental issues from the perspective of advocacy strategies by Keck and Sikkink. Advocacy is generally characterized by the act of proposing, questioning, criticizing, and promoting a subject through effective communication, which results in a persuasive influence (Sikkink, 2002).

### **1.5.3. Environmental Advocacy in Media and Communication Context**

The media has proven its capacity to effectively mobilize the interests of particular groups, such as political agendas. Calibeo (2024) discusses the media's role in highlighting phenomena such as the Arab Spring in 2011 and the current #FridayForFuture (#FFF) campaigns, which have gained prominence through social media.

In addition, Awais (2024) emphasized that broadcast protests on television, specifically regarding the different coverage between Palestine TV and Aqsa TV in Al-Quds problems, may strengthen the media's role in mobilizing advocacy. However, the most contemporary and impactful tool for organizing advocacy is social media. According to Salman & Salleh (2020), social media has the ability for significant influence on political support in various issues.

The appearance of new media, such as social media, has fundamentally transformed the mobilization strategies for protest movements. According to Wallis & Given (2016), new media enables innovation and dynamism that goes beyond the limitations of traditional media. While some scholars argue that traditional media, such as printed or electronic news, remains an important tool in environmental communication, it is undeniable that new strategies, like protest action, have emerged as innovative ways to advocate for environmental issues (Lester & Hutchins, 2009).

The advancement of media plays a pivotal role in the continued growth of environmental awareness campaigns in society, specifically in the field of environmental communication. Social media has emerged as a crucial component in the field of environmental communication, specifically in facilitating discussions on climate change and raising awareness among the public (Dubey, Meijers, Smit, & Smit, 2024). This phenomenon is further shown by the emergence of a new group of persons referred to as "greenfluencers" in the area of social media, who have a substantial impact on increasing awareness about environmental concerns (Olbermann, Mayer, & Schramm, 2024). The rapid advancement of media is an inevitable outcome of worldwide

globalization. The media, especially the Internet, can function as a platform for environmental communication, facilitated by the usage of humorous memes (Kong, 2024).

Therefore, it is important to analyze an innovative advocacy model that not only utilizes the progress in media and the Internet, but also encourages innovative strategies for advocacy in order to address environmental issues. The Greta Thunberg movement's effectiveness shows that broad media coverage enhances the spread of information through environmental communication.

### **1.6. Theoretical Framework**

This thesis utilizes advocacy theory, with the four main advocacy strategies: information politics, symbolic politics, leverage politics, and accountability politics (Keck & Sikkink, 1998). The objective of information politics is to disseminate knowledge to the public regarding the topics under discussion, with the intention of increasing public awareness. Symbolic politics involves organizing ceremonies or events related to a particular subject in order to grab public attention. Then, leverage politics to establish connections between the problems being addressed and those odd to a particular location, in order to attract widespread attention to these issues. Lastly, accountability politics requires taking responsibility and concrete steps for any consequences that result from one's action.

In Gilson (2011), information politics, on the other hand, provides knowledge to wide-ranging audiences. It is supported by Keck & Sikkink (1998) who reveals how advocacy networks focus on disseminating information to enhance advocacy agendas and ensure successful negotiations, particularly in the context of tropical forest

issues. In addition to discussing the tropical forest subject, a research also examines the implementation of lobbying techniques at climate conferences, which explores the application of information politics to motivate other participants and symbolic politics to counter arguments (Schapper, 2020).

Like the two literary works described, some studies prioritise information politics over other strategies. A book discusses the importance of information exchange inside an advocacy network and the use of its dissemination strategies. The main purpose of advocacy is to gather credible information in order to efficiently bolster advocacy endeavours, utilising dissemination media such as pamphlets, bulletins, and emails (Keck & Sikkink, 1998). A study highlights the growing significance of media advocacy in research to guarantee the efficient dissemination of communications to the general public (Acosta, 2012). Another book acknowledges that information politics is a commonly employed tactic that efficiently spreads political information to exert influence in specific domains, such as raising awareness about escalating human rights violations (Sikkink, 2018).

This theory relates to the examination of this thesis, specifically the way in which Greta Thunberg employed the four advocacy techniques in her speech. According to advocacy theory, significant political influence can lead important people to change their stances, which in turn benefits less influential actors (Keck & Sikkink, 1999). This thesis argues that Greta's speech represents an innovative advocacy strategy that effectively captures public attention and elevates environmental issues to the center of public discourse. This method can enhance the overall awareness, vigilance, and motivation of



individuals, particularly young people, to actively engage in environmental advocacy.

### **1.7. Research Methods**

This thesis applies a research approach which is called qualitative research. Qualitative research is an investigative approach that examines social issues by analyzing factors such as time, location, individuals, and the specific phenomenon being studied (Satori & Komariah, 2017). This thesis apply qualitative research approaches to examine the research question, so providing an answer to the thesis.

This study used a library-based research method to collect data. The literature sources used include books, articles from journals regarding research topics, and other relevant resources (Creswell, 2016). Literature sources are used to analyze how previous research is relevant to the problems addressed in this piece and to reinforce the conclusions, such as the use of speech in advocacy, current environmental issues, and related subjects. In the data processing stage, the aforementioned sources are analyzed using NVivo 12 software. This software helps extract the key ideas from different literary sources for the authors.

The speech video was downloaded from YouTube. The video was released between the years 2018 and 2022. The author conducted thorough study on famous videos, resulting in a large audience and the acknowledgment of 11 videos shown in Table 3. The practical procedure consists the following:

- 1) The video search was performed using the main keyword "Greta Thunberg's speech".

- 2) During the video search, the author specifically selects a filter that restricts the results to videos produced from 2018 to 2022, with exclusive emphasis on this particular time range. The author purposefully excludes specific details about the environment, such as time and source, in order to maximize the incorporation of a wide range of source material.
- 3) The main factor in choosing a video is the language used by Greta Thunberg in her address on environmental issues. The author's main objective is to convey ideas through a captivating linguistic style. This is centered on the idea that utilizing persuasive speech as an innovative model will effectively advance environmental advocacy.
- 4) The author converts the audio from the video into text and subsequently converts it into a PDF file using the website anthiago.com. The PDF file is utilized for the speech analysis in NVivo. The author imports the PDF file into NVivo for analysis based on their specific requirements (see to Figure 2 for the analytical flow chart).

NVivo 12 is utilized software for data analysis and visualization. NVivo is a software designed for analyzing qualitative data using techniques such as codification and examination through the use of "nodes" and "cases" (Wong, 2008). This thesis employs NVivo to generate many data outputs, including word tree and crosstab analysis. The author examines the data findings and explores the research issue by employing the theory.

The author used codification approaches that involve the use of "nodes" and "cases" to generate Crosstab Analysis data. Nodes are theoretical ideas used as independent variables in research, while Cases are sources of data that are analyzed. This thesis focuses on four advocacy techniques as the Nodes, which are information politics, symbolic politics, leverage politics, and accountability politics. For the cases, this thesis uses Greta Thunberg. The outcomes of these approaches will be analyzed employing CDA. To access specific information regarding the video, see the Table 3.

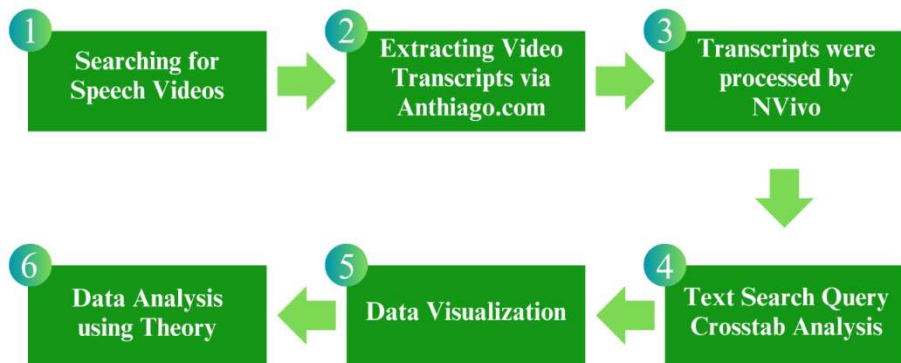


Figure 2: Flow Chart of Analysis Process

CDA, or Critical Discourse Analysis, is an analytical method that investigates an individual's verbal communication through the lens of critical thinking. It can be categorized based on the appropriate academic discipline (Tenorio, 2011). The compatibility of CDA with a diverse multidisciplinary approach is reinforced by a remark from Van Dijk (2006). CDA is commonly employed in various contexts to analyze and understand textual or visual content (Stephani, 2022). The CDA also seeks to assess the manner in which the discourse is conveyed to the general audience (Almawla, 2020). The CDA can also be assessed by nonverbal cues or bodily actions exhibited during

speaking (Gee, 1999). Therefore, the most suitable analytical approach to investigate Greta Thunberg's speech is the method of CDA.

<b>Video Title</b>	<b>Source</b>	<b>Length</b>	<b>Main Content</b>
“Greta Thunberg full speech at UN Climate Change COP24 Conference” (2018)	Connect4 Climate	3:29	Greta condemns individuals who only prioritize the economic sector and dismissing its environmental consequences
“School strike for climate - save the world by changing the rules   Greta Thunberg   TEDxStockholm” (2018)	TEDx Talks	11:10	Greta expressed concerns on the sustainable feasibility of unregulated exploitation of fossil resources
“WATCH: Greta Thunberg's full speech to world leaders at UN Climate Action Summit” (2019)	PBS NewsHour	5:19	Greta showed her concern for the ongoing societal suffering resulting from the environmental degradation caused by the economic sector
“Greta Thunberg’s speech at UN climate change conference” (2019)	Channel 4 News	8:19	Greta encourages stakeholders to cultivate a feeling of urgency when tackling issues related to the environment
““You're acting like spoiled irresponsible children" - Speech by Greta Thunberg, climate activist” (2019)	European Economic Social and Committee	10:03	Greta condemned global leaders for wasting essential time and exacerbating environmental damage
“Greta Thunberg speech in Assemblée Nationale” (2019)	Greta Thunberg	12:15	Greta highlighted the need of achieving zero emissions targets in rich as well as poor countries

			to ensure an outstanding standard of living
“Greta Thunberg's emotional speech to EU leaders” (2019)	Guardian News	4:11	Greta underlined the need of stakeholders giving adequate consideration to the opinions of scientists and the voices of young people
“Watch: Greta Thunberg makes powerful climate change speech in London” (2019)	euronews	2:05	Greta condemned those who neglected to implement concrete actions in addressing the environmental crisis
“Greta Thunberg's speech at UK climate strike” (2020)	Channel 4 News	4:33	Greta underscores to stakeholders that young people will not be quiet and will persist in their role as agents for revolution
“Greta Thunberg's Full Keynote Speech at Youth4Climate Pre-COP26   Doha Debates” (2021)	Doha Debates	7:35	Greta employed unique language techniques to mock stakeholders, shown by her use of the phrase "Blah, blah, Blah," to condemn careless actions
“Greta Thunberg's Glastonbury Speech” (2022)	Waterstones	10:10	Greta emphasizes the significance of prioritizing societal well-being and environmental sustainability before financial gain and greed for all stakeholders

Table 3: Detail Information of Speeches Video