

## CAMPAIGN AGAINST FAST FASHION AS AN IDEOLOGICAL CONSTRUCTION OF ENVIRONMENTAL RESPONSIBILITY: A CRITICAL DISCOURSE ANALYSIS

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### ABSTRACT

This study aimed to analyze the construction of ideological meaning related to sustainability and consumption in Josephine Philip's speech entitled "The Simple Solution to Fast Fashion." The data source of this research was the transcript of the speech, which was examined using Teun A. van Dijk's Critical Discourse Analysis framework. This study employed a descriptive qualitative method; the data were collected through observation and transcription, and were analyzed using content analysis focusing on macrostructure, superstructure, and microstructure. The findings revealed that the speech constructed fast fashion as a global environmental crisis through three interconnected ideological themes: global waste impact, individual responsibility in garment repair, and a call to action. At the macro level, the thematic focus reframed fast fashion from a lifestyle issue into an urgent ecological concern; at the superstructural level, the speech was coherently organized from personal narrative to global consequences and persuasive solutions; and at the microstructural level, semantic emphasis, syntactic coherence, lexical repetition, pronoun variation, and rhetorical strategies reinforced ideological meaning and guided audience interpretation. Overall, the speech functioned not only as informative discourse but also as an ideological intervention that shaped social cognition and encouraged sustainable behavior, and future research is recommended to explore similar environmental speeches in different contexts to enrich discourse studies on sustainability.

**Keywords:** critical discourse analysis, global environmental, fast fashion, public speech

### 1. INTRODUCTION

Language is a fundamental tool of human communication. As claimed Humaira, (2018) Language is not only used as a medium of communication but also as a medium to convey certain interests, intentions, or ideologies. So, language is not only to transmit information but also to shape perceptions, influence attitudes, and negotiate power relations in society.

In recent years, public discourse surrounding overconsumption, fast fashion, and climate responsibility

intensified significantly, particularly between 2020 and 2025, when environmental concerns were increasingly integrated into global policy discussions and digital activism. Empirical reports consistently showed that the fashion industry contributed substantially to carbon emissions, excessive water usage, and textile waste, while consumer behavior continued to reflect patterns of rapid purchasing and disposal. Although sustainability campaigns gained visibility across social media and international forums, the contradiction between

environmental awareness and consumption practices remained evident. In this context, public speeches delivered by environmental advocates became strategic instruments for shaping collective consciousness and moral responsibility. One speech that attracted attention was delivered by Josephine Philip, who addressed overconsumption as both an environmental and ethical issue. Her speech not only presented arguments about climate impact but also constructed meaning through linguistic choices and rhetorical strategies. Therefore, understanding how such discourse was structured became crucial, which led to the theoretical perspective employed in this study.

To analyze the construction of meaning within the speech, this study employed Teun A. Van Dijk's Critical Discourse Analysis (CDA) model. According to Fauzi and Mulyana (2023), Critical discourse analysis (CDA) is not only the study of language but also the study of language that is closely related to context. Far from being neutral, language can be manipulated within discourses such as speeches to maintain or challenge social norms, ideologies, and inequalities, and to influence collective attitudes. Thus, online social media is a powerful tool for people and branding companies to introduce their products and ideologies. One model of critical discourse analysis is the one proposed by Teun A. Van Dijk. According to Solikhin (2023) Discourse analysis by Teun A. Van Dijk is described as having three buildings or dimensions, namely text, social context, and social cognition. CDA viewed language as a social practice that reflected and reproduced power, ideology, and dominance. As explained to Fitriana, (2019) Van Dijk divides text structure in critical discourse analysis into three categories. First, macrostructure, namely the overall meaning of a text, can be seen by examining the main idea or topic of a news

article. Second is the superstructure, which is connected to the framework of a text and describes how the components of the text are put together to form the news. Third, microstructure refers to the meaning of discourse that can be inferred from separate textual elements such as words, sentences, clauses, propositions, paraphrases, and images. Through this framework, discourse could be examined not merely as text, but as an ideological product embedded within social contexts. Consequently, applying this theoretical approach required the selection of appropriate and relevant data to ensure analytical depth.

The primary data of this study was Josephine Philip's speech on overconsumption and climate awareness. This speech was selected because it explicitly linked individual consumption habits with broader environmental consequences, positioning personal responsibility within a global ecological framework. Unlike news articles or social media posts, a public speech allowed direct observation of persuasive intention, audience positioning, and rhetorical emphasis in a structured narrative form. Additionally, the availability of video documentation enabled analysis of both verbal and rhetorical elements, making it suitable for comprehensive macrostructure, superstructure, and microstructure examination. The relevance of this data source became clearer when compared with previous studies in similar fields.

Some researchers had conducted studies on discourse structures using Van Dijk's Critical Discourse Analysis model. Sahmeni and Afifah (2019) analyzed how CDA unraveled covert ideologies in media discourse and revealed that mass media played a crucial role in produced trust, prejudice, and dominance in social contexts. Their findings showed that media texts often marginalized certain groups and

reconstructed events in line with dominant perspectives. Subsequently, Susanti, Deliana, and Pujiono (2023) examined Indonesian online news coverage of Citayam Fashion Week and demonstrated how legitimation strategies shaped social realities within fast fashion discourse. Their study highlighted how media constructed ideology through textual framing. Furthermore, Irwandi and Suroso (2024) investigated TikTok content entitled “Kehidupan Rumah Tangga” from a gender perspective and revealed how women were represented as domestic caregivers while men were positioned as recipients of service. In addition, Islamiyah and Hermaliza (2024) analyzed political corruption news on Kompas.com and explored linguistic microstructures to uncover mechanisms of power and ideological framing within mainstream media.

Although these studies successfully applied Van Dijk’s model, they predominantly focused on written media texts and digital content. Their analyses centered on representation, political discourse, gender construction, and media ideology. Limited attention was given to environmental advocacy speeches as structured discursive practices that integrated macrostructure, superstructure, and microstructure dimensions simultaneously. Thus, while previous studies emphasized how media institutions constructed ideology, they did not thoroughly examine how environmental responsibility was linguistically framed within persuasive public speeches. This distinction indicated a clear research gap that required further exploration.

Based on this gap, the present study differed in both object and analytical emphasis. It examined a spoken environmental discourse rather than journalistic or social media texts, and it analyzed how global themes, schematic organization, and linguistic features

interacted cohesively to construct climate responsibility and moral persuasion.

Based on T. A. Van Dijk, (2009) personal experiences, with plans, goals, opinions, and emotions, all of which may influence what they say and how they say it. They not only interpret what is observably said or shown, but by “reading” the minds of interlocutors, they can understand subtleties of text and talk far beyond the socially based implications or implicatures. This makes the speech a relevant and necessary object of Critical Discourse Analysis (CDA). How participants manage their turn conforms to their power relationships (Fairclough, 2001). By focusing on Josephine Philip’s speech, this research aimed to identify the ideological patterns embedded within sustainability discourse. Such ideological constructions are similarly evident in fashion communication strategies, especially in digital promotional contexts.

Fashion advertising companies use online social media channels to “inform and/or influence one or more people (Bullmore, 2017) and spread its macrostructure, examine its superstructure organization, and analyze its microstructure elements, including semantic, syntactic, stylistic, and rhetorical aspects. Through this comprehensive analysis, the study sought to reveal how overconsumption was ideologically framed and how the audience was positioned as agents of change. Therefore, this research was expected to contribute theoretically to discourse studies in environmental communication and, practically, to understanding how persuasive speech shaped climate awareness in contemporary society. Discourse plays a decisive role in framing global crises and directing public responses toward them. One such crisis is fast fashion, a production–consumption mod that accelerates overconsumption, generates massive textile waste, and

exacerbates environmental degradation. These material consequences are not only environmental realities but also discursively constructed and contested within public communication.

Josephine Philip's TED talk "The Simple Solution to Fast Fashion" serves as a significant discursive site in which issues of overconsumption, environmental degradation, and individual responsibility are articulated persuasively. Her speech integrates personal narrative, empirical facts, and emotive rhetoric to frame fast fashion not only as an environmental problem but also as a moral issue that demands behavioral change.

## 2. LITERATURE REVIEW

### 2.1 Critical Discourse Analysis by Van Dijk

Aljuaythin (2020) explained that critical discourse analysis aims to explore contents related to gender, ideology, and identity, as well as how these issues are seen in a text. Teun A. van Dijk is one of the most influential scholars in critical discourse analysis, particularly known for integrating linguistic structures with cognition and social context. Critical Discourse Analysis (CDA) is an approach to discourse analysis that emphasizes the role of language in the maintenance and reproduction of power and ideology. His framework proposes that discourse should be analyzed at three dimensions: text, cognition, and society T. A. Van Dijk (2015). According to Van Dijk, discourse is not only a linguistic product but also a form of social action influenced by mental models and ideological structures. The text components studied are the structure and discourse strategies used to explain a theme. The social cognition component analyzed is the text production process, which involves the author's knowledge. Apart from that, the contextual dimension observed is the discourse that develops in society (Islamiyah & Hermaliza, 2024).

According to T. Van Dijk, (1998) argues that Critical discourse consists of three major textual components: macrostructure, superstructure, and microstructure. These three components reveal how meaning is constructed at both global and local levels.

#### 1. Macrostructure

Macrostructure refers to the global meaning of a discourse, often expressed through topics or themes. It represents the overall organization of ideas and helps the reader or listener understand the general message of the text T. A. Van Dijk (2019). Macrostructures are not always explicitly stated; they can be inferred through semantic relations between propositions. According to Kintsch and van Dijk (1978), macrostructures are derived through a process of macro-rules, such as deletion, generalization, and construction, which summarize essential meanings.

In persuasive speeches, macrostructure functions to highlight the main argument or central claim that the speaker intends to communicate. It also organizes supporting arguments logically, making the discourse coherent and persuasive.

#### 2. Microstructure

Microstructure refers to the local meaning of discourse at the sentence level. It includes linguistic elements such as syntax, semantics, lexicon, cohesion, and rhetorical devices T. A. Van Dijk (1997). Microstructure reveals how language choices influence meaning construction and persuasive force.

Van Dijk (1992) emphasizes several aspects of microstructure analysis, including: cohesion (use of conjunctions, references, and lexical repetition), local semantics (implication, presupposition, and proposition), lexical choice (word selection that reflects ideological stance), syntactic structure (active/passive voice to manipulate emphasis), rhetorical devices (repetition, parallelism, contrast, rhetorical

questions). Microstructure plays a crucial role in persuasive discourse because linguistic choices determine how arguments are framed and how the audience interprets the message.

### 3. Superstructure

Superstructure refers to the schematic organization of a discourse, namely the conventional structure that arranges the parts of a text into an orderly and recognizable pattern van Dijk (1980; 1998). Unlike macrostructure, which concerns the global meaning or theme of a discourse, superstructure focuses on how that meaning is formally organized through specific discourse categories, such as introduction, problem statement, argumentation, and conclusion. Superstructure thus provides a structural framework that guides readers or listeners in interpreting the flow and purpose of the discourse.

According to van Dijk (1980), different genres possess different superstructural schemas. For example, news discourse typically consists of headlines, leads, background information, and comments, whereas persuasive speeches often follow a schematic pattern that includes an opening orientation, presentation of issues, elaboration of arguments, and a closing appeal. This schematic organization is not neutral; rather, it reflects the speaker's communicative goals and ideological intentions. By arranging information in a particular order, speakers can foreground certain meanings while backgrounding others.

According to Baldoni (2023), all speeches should be organized. Organization is important to improve the clarity and effectiveness of the message. Your speech should be organized into three general parts: Introduction, Body, and Conclusion.

The introduction often serves to establish credibility and emotional connection, the body presents problems

and supporting evidence, and the conclusion reinforces the main argument while calling for reflection or action. T. Van Dijk (1998) argues that such schematic arrangements play a crucial role in ideological discourse because they structure how arguments are processed cognitively by the audience.

Therefore, superstructure analysis is essential in Critical Discourse Analysis as it reveals how discourse is strategically organized to support ideologies. When examined alongside macrostructure and microstructure, superstructure helps demonstrate how global themes, local linguistic choices, and textual organization interact to produce coherent and persuasive ideological meaning within a discourse.

### 3. RESEARCH METHOD

This study employed a qualitative research design using a Critical Discourse Analysis (CDA) approach. The qualitative framework follows Creswell (2009), who define qualitative research as an approach to explore meaning construction within social contexts, and Moleong (2017), who emphasize interpretative depth over numerical measurement. The CDA framework is based on T. A. Van Dijk (2014) focused on macrostructure, superstructure, and microstructure to identify ideological construction within discourse.

The primary data source was a public speech titled "The Simple Solution to Fast Fashion," delivered by Josephine Philips and published on the TED platform. The speech was selected because it addresses sustainability, fast fashion, and consumer responsibility, making it relevant for analyzing environmental ideology in public discourse.

Data collection was conducted through systematic observation of the speech video to understand its context and structure. Based on SUGIYONO (2018)

observation is an appropriate technique in qualitative research to obtain contextual data directly from the source. The speech was transcribed using Wispr.AI, followed by note-taking to identify segments relevant to macrostructure, superstructure, and microstructure elements. This procedure ensured accurate documentation and contextual understanding of the discourse.

Data analysis was conducted using a descriptive-analytical method within the CDA framework of Teun A. van Dijk. The analysis covered three levels: macrostructure (global theme), superstructure (schematic organization such as introduction, body, and conclusion), and microstructure (semantic, syntactic, stylistic, and rhetorical elements). A coding procedure was applied to categorize relevant data segments. As explained by Saldaña (2021) Coding is a process of assigned labels to data segments to identify patterns and themes. The researcher marked and grouped utterances according to discourse elements, enabling systematic interpretation of ideological framing.

The findings were presented descriptively in narrative form. Selected excerpts from the speech were displayed, followed by identification of the corresponding discourse level and interpretative explanation of ideological meaning. This method ensured clarity, coherence, and systematic organization of the analysis.

## 4. RESULT AND DISCUSSION

### 4.1 Result

The researchers found 147 pieces of data in total related to the theory of this research. Nonetheless, the researchers did not examine the entire data due to data repetitions discovered in the data source. Data reduction transpired in this research to avoid mass data and repetitive analysis. Several activities of data reduction included selecting, centralizing,

simplifying, outlining, and converting the data, which showed up in the written transcription (Miles & Huberman, 1994).

Therefore, with the application of data reduction, the researchers then proceeded to examine 25 data points that were found typical and that arose infrequently in the data source. There are eight for macrostructure, followed by three for holding superstructure the turn strategy, and eleven for yielding the microstructure. However, the researchers displayed the analysis per element.

### 4.2 Discussion

#### Macrostructure - Global Waste Impact

(1: 59 – 3: 10)

Context:

In this speech that was previously excerpted from, Josephine Philip shifts from a personal narrative to an explanation of the global impact of fast fashion. She explains where used clothing from developed countries ends up and the scale of the fashion industry's waste. This section emphasizes fast fashion as an international environmental crisis.

Data:

"...it could have ended up as one of 15 million items arriving on the shores of Ghana each week."

In this speech, this segment constructs fast fashion as a transnational environmental crisis. Through the statement, "...it could have ended up as one of 15 million items arriving on the shores of Ghana each week," Philip framed clothing waste as a large-scale global flow rather than an isolated consumer issue. The reference to Ghana functioned to concretize the abstract concept of textile waste, transforming it into a visible ecological burden borne by developing countries. The thematic focus emphasized the imbalance between production and disposal, thereby highlighting the unequal environmental consequences of overconsumption. This dominant theme reinforced the ideological position that fast

fashion operated within a global system of waste distribution that disproportionately affected vulnerable regions.

### **Macrostructure - Individual repair responsibility**

(3: 11 – 7: 01)

Context:

In this section, Philip shifts his focus from criticizing the system to individual action-based solutions. He emphasizes the importance of caring for and repairing clothes as a way of appreciating their material and emotional value.

Data:

*“When we value clothes correctly, we care for them, we repair them, we alter them to fit us...”*

*In this section, the macrostructure shifted toward individual moral responsibility as a solution to systemic problems. The statement, “When we value clothes correctly, we care for them, we repair them, we alter them to fit us...” thematically foregrounds repair and maintenance as ethical practices. The use of the inclusive pronoun “we” constructed shared accountability and positioned the audience as active participants in sustainability efforts. The dominant theme reframed clothing from disposable commodities into meaningful possessions with material and emotional value. This ideological orientation suggested that sustainable change began with everyday behavioral transformation, thereby linking global environmental concerns to personal action.*

### **Macrostructure – Call to action**

(7: 17 – 8: 18)

Context:

In the closing section, Philip expands on the issue of overconsumption and directly invites the audience to reflect on their consumption habits. This section serves as the persuasive climax of the speech.

Data:

“We need to buy less stuff, and we need to look after what we buy.”

“So next time you buy something... I want you to think ‘Do I need this?’... ‘Will I really, truly value it?’”

It can be seen from a piece of the speech that culminated in a direct call to action. The statement, “We need to buy less stuff, and we need to look after what we buy,” encapsulated the central ideological message of reduced consumption and responsible ownership. The repetition of “we need” created a sense of urgency and collective obligation. Thematically, this section synthesized the previous arguments—global waste impact and individual responsibility—into a direct moral invitation. As the persuasive climax of the speech, this macrostructure reinforced the transformation of awareness into commitment, encouraging the audience to adopt more sustainable consumption habits as a concrete response to the environmental crisis.

### **Superstructure – Introduction**

(0: 08 – 1: 24)

Context:

In the opening section, Josephine Philip began her speech by telling a personal story about her grandmother and a yellow dress that was bought in the late 1950s in Sierra Leone. This narrative built emotional engagement and introduced the central value of appreciating what we own.

Data:

“She gave this dress to me, entrusting me with its 60-year-long story.”

Data:

“She taught me an unshakable lesson about what it meant to truly value what we owned.”

Through this storytelling, Philip established an emotional foundation and personal credibility before discussing the issue of fast fashion. The introduction functioned as an orientation that introduced the ideological theme of valuing clothes.

**Superstructure – Body**

(1: 25 – 3: 10)

Context:

In the body section, Philip criticized the fast fashion culture and explained the global consequences of overconsumption. She combined generational experience with statistical data to strengthen her argument.

Data:

“We bought way too much and we threw it away without a second thought.”

“Fashion waste levels reached 92 million metric tons.”

Data:

“The fashion industry's carbon emissions each year were more than all international air travel.”

This body section showed an argumentative structure that moved from individual habits to global systemic impacts. By integrating social criticism and quantitative data, Philip reinforced the coherence of her discourse and emphasized the urgency of the issue.

**Superstructure – Conclusion**

(7: 17 – 8: 18)

Context:

In the concluding section, Philip summarized the issue of overconsumption and directed the audience toward reflection and concrete action. She expanded the discussion beyond the clothing industry and emphasized that valuing what we owned was part of the climate solution.

Data:

“We needed to buy less stuff, and we needed to look after what we buy.”

Data:

“So next time you buy something... ‘Did I need this?’... ‘Would I really, truly value it?’”

The conclusion functioned as a persuasive climax that integrated the previous arguments. Through direct appeals and rhetorical questions, Philip encouraged reflective thinking and

positioned the audience as potential agents of change.

**Microstructure – Semantic aspect Background**

(1:59 - 2:28)

Context:

In this segment, the speaker provided background information about the issue being discussed. She explained the previous situation that led to the current problem. She described how the condition developed over time and clarified why the issue became important to address. This background helped the audience understand why the issue developed and how it affected her personally.

Data:

“But engaging with clothing in this way has an absolutely devastating cost.” (P: 4)

Josephine Philip performed a microstructure element, namely semantic background. This clause functioned to frame the issue in general evaluative terms before elaboration. The phrase “engaging with clothing in this way” implicitly referred to habitual overconsumption, while “devastating cost” signaled severe environmental consequences. This background orientation prepared the audience to interpret subsequent examples as logical outcomes of consumer behavior.

**Microstructure – Semantic aspect Details**

(1:59 - 2:28)

Context:

In this part, the speaker presented specific details to strengthen her explanation. She mentioned concrete examples and described real situations to make her argument clearer. These details supported her claims and made the message more convincing for the audience.

Data:

Mountain of clothes in the Atacama Desert... viewable from space.” (P: 4)

This utterance functioned as semantic detailing. The geographical reference specified location, while “viewable from space” magnified the scale of destruction. The detail transformed abstract environmental harm into a measurable and visual phenomenon. It strengthened credibility and intensified the urgency of the issue.

#### **Microstructure – Semantic aspect Meaning**

(3:11 - 3:45)

Context:

In this part, the speaker conveyed the deeper meaning of her experience. She emphasized the emotional impact and the lessons she learned from the situation. The meaning reflected her personal reflection and highlighted the broader social implications of the issue she discussed.

Data:

"The answer is simple... value clothes correctly" (P: 6)

Josephine Philip performed a microstructure element, namely, semantic meaning construction. The expression simplified a complex global issue into an ethical principle. The phrase “value clothes correctly” implied a cultural shift in perception. Through this meaning condensation, she directed the audience toward behavioral transformation.

#### **Microstructure – Semantic aspect Presupposition**

(6:36 - 7:01)

Context:

The speaker implied certain assumptions that the audience was expected to understand. She presupposed that the listeners were aware of the seriousness of the issue and of the power imbalance involved. These assumptions strengthened her argument without stating everything explicitly.

Data:

“...we are the ones doing the insatiable amounts of buying, and we are the ones doing the throwing away.” (P: 12)

Josephine Philip performed a microstructure element, which is a presupposition. The repeated clause “we are the ones” assumed that the audience actively participated in excessive consumption. Responsibility was treated as given rather than debated. The adjective “insatiable” intensified the moral accusation and positioned listeners within the problem structure.

#### **Microstructure – Syntax aspect Sentence form (Active)**

(3:11 - 3:45)

Context:

The speaker used active sentences to show direct actions and personal agency. She clearly stated who performed the actions, which made the narrative more assertive and powerful. The active structure emphasized responsibility and highlighted her perspective.

Data:

“We value clothes correctly; we care for them” (P: 6)

Josephine Philip performed a microstructure element, namely active sentence construction. The subject “we” directly carried out the verbs “value” and “care,” foregrounding human agency. The active form emphasized empowerment and suggested that change depended on conscious action.

#### **Microstructure – Syntax aspect Sentence form (Passive)**

(1:59 - 2:28)

Context:

In several parts, passive sentences were used to shift focus from the actor to the experience itself. This structure emphasized what happened rather than who caused it. The passive form also reflected the vulnerability present in the situation.

Data:

"Ended up... 15 million items arriving to Ghana" (P: 4)

Josephine Philip performed a microstructure element, which is a passive construction. The omission of explicit actors shifted attention to the outcome rather than the responsible party. This structure highlighted systemic consequences and global imbalance within fashion waste circulation.

#### **Microstructure – Syntax aspect Coherence**

(2:29 - 3:10)

Context:

The speaker organized her ideas logically and connected each statement with clear transitions. She moved from one point to another smoothly, which created coherence in the narrative. The chronological order helped the audience follow the development of the story.

Data:

"But fashion waste is only one side of the coin." (P: 5)

Josephine Philip performed a microstructure element, namely syntactic coherence. The conjunction "But" indicated contrast, while "one side of the coin" suggested expansion of the argument. This transition maintained logical flow and strengthened argumentative continuity.

#### **Microstructure – Syntax aspect Pronoun**

(1:25 - 1:58)

Context:

The speaker used personal pronouns such as "I" and "he" to distinguish roles in the narrative. The use of "I" emphasized her personal involvement, while other pronouns identified the other party. This pronoun choice strengthened the emotional closeness of the speech.

Data:

"Meaning we buy way too much and we throw it away without a second thought." (P: 3)

Josephine Philip performed a microstructure element, which is a strategic pronoun usage. The repeated pronoun "we" constructed collective identity and distributed responsibility equally. This choice reduced the distance between speaker and audience while reinforcing ideological inclusion.

#### **Microstructure – Stylistic aspect Lexicon Repetition**

(1:25 - 1:58)

Context:

The speaker repeated certain key words to reinforce the main theme of her speech. This repetition highlighted the seriousness of the experience and ensured that the audience focused on the central issue. It also created emphasis and emotional intensity.

Data:

"Valuing clothes that we own is not the cultural norm." (P: 3)

Josephine Philip performed a microstructure element, which is lexical repetition. The repetition created rhythmic emphasis and intensified the accusatory tone. It reinforced thematic cohesion and ensured that collective accountability remained central in the discourse.

#### **Microstructure – Rhetorical aspect Graphic**

(3:46 - 4:33)

Context:

The speaker used descriptive language that created strong mental images. Her explanation allowed the audience to imagine the atmosphere and emotional condition during the event. The graphic expression made the narrative more vivid and persuasive.

Data:

"There are bits of paint on these jeans" (P: 7)

Josephine Philip performed a microstructure element, which is a graphic expression. The descriptive phrase created a concrete mental image and evoked

sensory perception. This rhetorical strategy humanized the object and countered the disposable mindset associated with fast fashion.

### Microstructure – Rhetorical aspect Metaphor

(3:46 - 4:33)

Context:

In this segment, the speaker used metaphorical expressions to illustrate her emotional state. The metaphor symbolized her struggle and internal conflict. This figurative language deepened the impact of her message and made the experience more relatable to the audience.

Data:

“But their value has only grown over time.” (P: 7)

Josephine Philip performed a microstructure element, namely metaphorical construction. The word “value” symbolized emotional and ethical worth rather than financial price. The metaphor challenged consumer culture by redefining value as something that increased through time and attachment.

## 5. CONCLUSION

This study demonstrates that Josephine Philip’s speech “*The Simple Solution to Fast Fashion*,” analyzed through Teun A. van Dijk’s Critical Discourse Analysis framework, reflects a systematic ideological construction at the levels of macrostructure, superstructure, and microstructure. The dominant theme frames fast fashion as a global environmental crisis, supported by personal narrative, factual explanation, and moral positioning. Structurally, the speech moves from personal engagement in the introduction to argumentative elaboration in the body and culminates in a persuasive call to action in the conclusion. Linguistically, rhetorical questions, strategic lexical choices, pronoun variation,

and clear syntactic patterns function to guide audience interpretation and strengthen collective responsibility.

Overall, the discourse not only informs but also shapes social cognition by encouraging sustainable awareness and behavioral change. The findings confirm that ideological meaning is constructed through the integration of thematic focus, structural organization, and linguistic strategy. Therefore, this study highlights the significance of critical discourse analysis in examining how environmental messages operate within contemporary public communication. Future research may expand this analysis to different speakers or contexts to enrich the understanding of environmental discourse across settings.

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