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GLOBAL BOILING: A CRITICAL METAPHOR ANALYSIS OF CLIMATE CRISIS DISCOURSE ON GREENPEACE INTERNATIONAL (2023–2024)

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ABSTRACT

This study investigates the rhetorical and ideological functions of the "global boiling" metaphor in Greenpeace International's climate crisis discourse during 2023–2024. Using Critical Metaphor Analysis (CMA) as the theoretical framework, the research examines 13 articles published under the "#Extreme Weather" category, identifying a total of 103 metaphorical expressions categorized into four conceptual metaphors: heat/boiling is climate danger, fossil fuel companies are arsonists, climate impact is violence, and temperature thresholds as points of no return. The findings reveal that Greenpeace strategically employs metaphors to shift public discourse: from abstraction to immediacy, from natural disaster to human culpability, and from passive awareness to moral obligation. These metaphors not only translate scientific data into tangible, emotional imagery but also frame fossil fuel companies as active perpetrators of climate harm, thereby mobilizing public support for climate justice. The study contributes to a deeper understanding of how metaphorical language functions as a tool for climate advocacy and ideological persuasion.

KEYWORDS: Global Boiling, Critical Metaphor Analysis, Greenpeace International, Climate Crisis, Climate Communication, Environmental Discourse.

1. INTRODUCTION

The year 2023 marked a turning point in global climate discourse with the United Nations declaring the arrival of the "era of global boiling." (United Nations News, 2023; United Nations, 2023; Niranjana, 2023). The term "global boiling" is used to emphasize the severe and urgent impacts of global warming as the Earth's temperature rises to extreme levels (Amelior Insulation, 2023; IRM India, 2023). As scientific warnings intensify, environmental organizations like Greenpeace International have adopted powerful metaphors to communicate the escalating crisis to the public. Metaphors shape how people perceive, feel, and act upon the climate emergency. This research investigates how Greenpeace International employs the metaphor of "global boiling" to frame the climate crisis across articles published between 2023 and 2024.

This study applies Critical Metaphor Analysis (Charteris-Black, 2004, 2005) to examine the rhetorical and ideological functions of "global boiling" metaphors in Greenpeace's communication. By identifying the metaphorical patterns and interpreting their persuasive impact, this paper aims to contribute to the understanding of how language shapes climate crisis perception and activism.

Previous studies have provided crucial foundations for this work. Lakoff and Johnson (1980) highlighted that metaphors are cognitive structures that fundamentally shape human thought, not just language. Kövecses (2002) emphasized that bodily experiences, such as heat, are often mapped onto abstract concepts to trigger emotional responses. Charteris-Black (2004) demonstrated that metaphors in political discourse reveal hidden ideologies and influence public opinion. Flusberg, Matlock, and Thibodeau (2017) showed that war metaphors in climate change communication increase concern and mobilization. Nerlich, Koteyko, and Brown (2010) explored how climate metaphors evolve alongside scientific and political developments. More recently, Wang and Hail (2024) analyzed COP28 speeches, demonstrating how critical metaphors spotlight issues of injustice and corporate accountability. Lastly, Elstermann (2024) argued that metaphors in digital literature create new opportunities for shared emotional experiences and resistance.

Building upon these studies, this research investigates how Greenpeace conceptualizes the abstract concept of "global boiling" and how Greenpeace's "global boiling" metaphors function to shift public perception, moral responsibility, and political action regarding the climate crisis.

1.2. Research Objectives

This research aims to identify the key conceptual metaphors related to "global boiling" employed in Greenpeace International's climate crisis discourse between 2023 and 2024, analyze how these metaphors map source domains onto the target domain of climate change, and investigate their rhetorical and ideological functions. Specifically, the study examines how the "global boiling" metaphor shifts public perception. Additionally, the research explores how such metaphorical framings reinforce narratives of corporate accountability and climate justice advocacy, thereby contributing to a broader understanding of the role of metaphor in shaping public engagement with the climate crisis.

2. THEORETICAL FRAMEWORK

2.1. Conceptual Metaphor Theory (CMT)

Conceptual Metaphor Theory, proposed by Lakoff and Johnson (1980), posits that metaphors are not mere linguistic ornaments but are fundamental to human cognition. Through metaphorical mapping, abstract concepts are understood via concrete, bodily experiences. In the context of climate communication, metaphors like global boiling transform the complex and gradual process of global warming into a vivid, emotionally charged image of violent and uncontrollable escalation. Kövecses (2002) extends this idea by emphasizing that metaphors involving extreme bodily sensations, such as heat and burning, are particularly powerful in shaping emotional reactions to abstract phenomena like environmental crises.

2.2 Critical Metaphor Analysis (CMA)

Building on the foundations of CMT, Charteris-Black (2004, 2005) developed Critical Metaphor Analysis to examine not only how metaphors conceptualize experiences but also how they serve ideological functions. CMA investigates why certain metaphors are chosen, whose interests they represent, and how they influence public discourse and political behavior. In Greenpeace International's use of "global boiling" metaphors, the language functions to expose systemic injustices, assign blame to fossil fuel corporations, and mobilize moral outrage. Thus, CMA provides a crucial tool for unpacking how Greenpeace's metaphorical framing seeks to transform climate crisis communication into a call for systemic change and accountability.

While Critical Metaphor Analysis (CMA) can be applied to diverse data, the researcher believes it is most appropriate for textual analysis, particularly

when examining language. This is because the Thai language is highly fluid, where a single word can have multiple meanings depending on its context and the relationship between the communicators. Applying CMA to this analysis will help the researcher determine whether certain phrases used by news agencies or websites to present global warming can convey the sender's emotional state or feelings. This study focuses exclusively on textual data; it does not analyze images or other media, as that would require different approaches, such as semiotics, in conjunction with linguistic analysis.

2.3. Metaphors and Climate Change

Metaphors have long played a pivotal role in framing public understanding of climate change. As Nerlich, Koteyko, and Brown (2010) observed, the evolution from scientific terms like greenhouse effect to crisis-laden metaphors like climate emergency reflects a shift in how environmental issues are communicated. Recent studies, such as Flusberg, Matlock, and Thibodeau (2017), show that war-like or catastrophic metaphors heighten public concern and engagement. Wang and Habil (2024) further demonstrate that critical metaphors in climate discourse – such as portraying polluters as villains – enhance perceptions of injustice and urgency. Greenpeace’s “global boiling” metaphor thus continues this trend by intensifying emotional responses and advocating for immediate and radical climate action.

3. RESEARCH METHODOLOGY

This study applies Critical Metaphor Analysis (CMA) to examine how Greenpeace International uses the “global boiling” metaphor to frame the climate crisis. The methodology follows the three main stages outlined by Charteris-Black (2004, 2005): identification, interpretation, and explanation of metaphors.

3.1. Data Collection

The data consists of 13 selected articles published between 2023 and 2024 on the Greenpeace International website, under the “#Extreme Weather” category, focusing on climate impact. Articles were chosen based on their direct engagement with

climate issues and their use of emotionally charged language.

3.2. Data Analysis

The analysis proceeded in three stages:

Identification: Metaphorical expressions were extracted, focusing on imagery related to heat, boiling, destruction, violence, and culpability.

Interpretation: Source domains (such as heat, fire, violence) were mapped onto target domains (climate crisis, corporate responsibility) following the principles of Conceptual Metaphor Theory (Lakoff & Johnson, 1980; Kövecses, 2002).

Explanation: The rhetorical and ideological functions of the metaphors were analyzed to understand how they shape public perception, evoke moral responsibility, and promote climate justice activism.

3.3. Validity and Reliability

To ensure validity, the identification of metaphors followed the definitions and criteria established by Lakoff and Johnson (1980) and Charteris-Black (2004). Triangulation was employed by cross-referencing metaphorical patterns across multiple articles. Direct quotations from the articles were used to ground interpretations in textual evidence.

3.4. Scope and Limitation

This study is limited to English-language articles published on Greenpeace International's official website between 2023 and 2024. While the findings provide valuable insights into Greenpeace’s metaphorical framing of the climate crisis, they may not be generalizable to other organizations or contexts without further comparative research.

4. RESEARCH FINDINGS

4.1. Conceptual Metaphors Identified

HEAT/BOILING IS CLIMATE DANGER

Expressions such as “Earth is burning,” “boiling planet,” and “hell of a year” frame the climate crisis as a violent thermal event. These metaphors evoke immediate threat, heighten emotional salience, and demand urgent response.

Table 1: Expressions of the “Heat/Boiling is Climate Danger” Metaphor.

No.	Example	Conceptual Metaphor	Source Domain	Target Domain	Data (Link)
1	hell of a year	heat/boiling is climate danger	นรก, ความร้อน (Hell, Heat)	ปีแห่งภัยพิบัติทางภูมิอากาศ	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/

2	global boiling	heat/boiling is climate danger	การเดือด (Boiling)	ภาวะโลกร้อนรุนแรง	https://www.greenpeace.org/international/story/61139/un-chief-warns-we-are-in-an-era-of-global-boiling/
3	the planet is burning	heat/boiling is climate danger	ไฟไหม้ (Burning)	โลกที่กำลังถูกทำลาย	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
4	record heatwaves	heat/boiling is climate danger	คลื่นความร้อน (Heatwaves)	ภัยพิบัติจากสภาพภูมิอากาศ	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
5	Earth's fever	heat/boiling is climate danger	ไข้ (Fever)	ความร้อนสูงของโลก	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
6	burning homes and fields	heat/boiling is climate danger	ไฟไหม้ (Burning)	การทำลายที่อยู่อาศัยและเกษตรกรรม	https://www.greenpeace.org/international/story/61675/typhoon-carina-causes-devastating-flooding-in-the-philippines-reaction/
7	hottest June on record	heat/boiling is climate danger	อุณหภูมิสูงสุด (Record heat)	เดือนที่ร้อนที่สุด	https://www.greenpeace.org/international/story/62123/how-to-protect-yourself-from-the-dangers-of-extreme-heat-waves/
8	heat stress	heat/boiling is climate danger	ความเครียดจากความร้อน (Heat stress)	ผลกระทบต่อสุขภาพจากสภาพอากาศ	https://www.greenpeace.org/international/story/62123/how-to-protect-yourself-from-the-dangers-of-extreme-heat-waves/
9	life-threatening heatwaves	heat/boiling is climate danger	คลื่นความร้อน (Heatwaves)	ภัยอันตรายต่อชีวิต	https://www.greenpeace.org/international/story/62123/how-to-protect-yourself-from-the-dangers-of-extreme-heat-waves/
10	world on fire	heat/boiling is climate danger	โลกที่ลุกไหม้ (World on fire)	โลกที่กำลังถูกทำลาย	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
11	scorching temperatures	heat/boiling is climate danger	อุณหภูมิที่แผดเผา (Scorching)	ภัยพิบัติจากสภาพภูมิอากาศ	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
12	burning the future	HEAT/BOILING IS CLIMATE DANGER	การเผาไหม้อนาคต (Burning)	การทำลายโอกาสของมนุษยชาติ	https://www.greenpeace.org/international/story/61318/typhoon-haiyan-survivors-for-the-2023-climate-justice-walk/
13	record fire damage	heat/boiling is climate danger	ความเสียหายจากไฟไหม้ (Fire damage)	ความสูญเสียทางเศรษฐกิจและสิ่งแวดล้อม	https://www.greenpeace.org/international/story/61700/g7-increases-climate-damaging-fossil-fuel-subsidies-by-record-amounts/
14	deadly heat	heat/boiling is climate danger	ความร้อนร้ายแรง (Deadly heat)	อันตรายต่อชีวิต	https://www.greenpeace.org/international/story/61700/g7-increases-climate-damaging-fossil-fuel-subsidies-by-record-amounts/
15	boiling oceans	heat/boiling is climate danger	มหาสมุทรเดือด (Boiling oceans)	วิกฤติทางทะเล	https://www.greenpeace.org/australia/en/news/15347/oceans-are-heating-up-at-unprecedented-rates/
16	severe heatwave	heat/boiling is climate danger	คลื่นความร้อนรุนแรง (Severe heatwave)	ภัยพิบัติจากสภาพอากาศ	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
17	overheating cities	heat/boiling is climate danger	เมืองที่ร้อนเกินไป (Overheating cities)	เมืองที่ได้รับผลกระทบจากสภาพอากาศ	https://www.greenpeace.org/international/story/61759/less-than-half-of-people-in-global-south-cities-feel-safe-from-extreme-weather-events-but-hope-remains/
18	melting ice sheets	heat/boiling is climate danger	น้ำแข็งละลาย (Melting ice sheets)	ผลกระทบจากโลกร้อน	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
19	relentless heat	heat/boiling is climate danger	ความร้อนที่ไม่หยุดยั้ง (Relentless heat)	ผลกระทบอย่างต่อเนื่อง	https://www.greenpeace.org/international/story/61675/typhoon-carina-causes-devastating-flooding-in-the-philippines-reaction/

20	unstoppable rise in temperature	heat/boiling is climate danger	อุณหภูมิที่เพิ่มขึ้นไม่หยุด (Unstoppable rise)	วิกฤตโลกร้อน	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
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Heat/boiling is climate danger is a dominant conceptual metaphor identified across Greenpeace International articles (2023–2024). The metaphor uses the source domain of heat, fire, and boiling to conceptualize the target domain of climate crisis and its impacts. Through expressions such as “hell of a year,” “global boiling,” “the planet is burning,” and “Earth’s fever,” the articles vividly frame climate change not just as a technical or environmental issue, but as a life-threatening and escalating catastrophe. The emotional and visceral imagery of boiling and burning heightens the sense of urgency, danger, and moral outrage among readers. The metaphor systematically evokes a reality where the Earth is no longer stable, but is heating uncontrollably, causing destruction of homes, melting ice caps, and scorching cities. It reinforces the understanding that the impacts are not distant or abstract, but immediate and devastating to human life, ecosystems, and economies.

This metaphor also subtly assigns blame and moral responsibility. By associating the rise in global temperature with concepts like burning and boiling, Greenpeace emphasizes that fossil fuel corporations

and political inaction are akin to fueling a fire that threatens the survival of all living beings. Moreover, metaphors like “unstoppable rise in temperature” and “relentless heat” contribute to a sense of inevitability unless urgent, collective action is taken. The strong emotional load embedded in these metaphors helps to mobilize public opinion, framing climate action not just as a policy choice but as an ethical necessity.

In short, Heat/boiling is climate danger is not just a rhetorical strategy but a powerful tool Greenpeace uses to bridge the gap between scientific facts and public emotional engagement, thereby intensifying the call for climate justice and reparations from polluters.

4.2. Fossil Fuel Companies Are Arsonists

Articles frequently attribute blame to fossil fuel corporations, using metaphors like “climate crimes” and “polluters must pay.” The boiling metaphor positions these actors as perpetrators of a global inferno.

Table 2: Expressions of the “Fossil Fuel Companies Are Arsonists” Metaphor.

No.	Example	Conceptual Metaphor	Source Domain (English/Thai)	Target Domain (English/Thai)	Data (Link)
1	climate crimes	fossil fuel companies are arsonists	crime, arson (อาชญากรรม, การวางเพลิง)	actions of fossil fuel companies (การกระทำของบริษัทเชื้อเพลิงฟอสซิล)	https://www.greenpeace.org/international/press-release/72051/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
2	polluters must pay	fossil fuel companies are arsonists	criminal responsibility (ความรับผิดชอบทางอาญา)	fossil fuel companies' accountability (ความรับผิดชอบของบริษัทเชื้อเพลิงฟอสซิล)	https://www.greenpeace.org/international/press-release/72051/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
3	fossil fuel giants fueling the crisis	fossil fuel companies are arsonists	fueling fire (การเติมเชื้อเพลิงให้ไฟ)	exacerbating climate change (ทำให้การเปลี่ยนแปลงสภาพภูมิอากาศเลวร้ายลง)	https://www.greenpeace.org/international/press-release/72051/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
4	make polluters pay	fossil fuel companies are arsonists	punishment for crime (การลงโทษอาชญากรรม)	compensation for damage (การชดเชยความเสียหาย)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/

5	blocking solutions	fossil fuel companies are arsonists	obstruction of rescue (การขัดขวางการกู้ภัย)	obstructing climate action (ขัดขวางการดำเนินการด้านสภาพภูมิอากาศ)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
6	reckless assault on our planet	fossil fuel companies are arsonists	assault, attack (การโจมตี)	damage to Earth (ความเสียหายต่อโลก)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
7	dirty oil and gas corporations	fossil fuel companies are arsonists	dirtiness, pollution (ความสกปรก, มลพิษ)	moral corruption (ความเสื่อมทางศีลธรรม)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
8	fossil fuel expansion is reckless	fossil fuel companies are arsonists	recklessness (ความประมาทเลินเล่อ)	dangerous behavior (พฤติกรรมที่ก่อให้เกิดอันตราย)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
9	toxic operations	fossil fuel companies are arsonists	toxicity (ความเป็นพิษ)	harmful corporate practices (พฤติกรรมองค์กรที่เป็นอันตราย)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
10	Big Oil knew and denied	fossil fuel companies are arsonists	conspiracy, cover-up (การสมรู้ร่วมคิด, การปกปิด)	intentional deception (การหลอกลวงโดยเจตนา)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
11	reckless expansion plans	fossil fuel companies are arsonists	recklessness (ความประมาทเลินเล่อ)	climate endangerment (ทำให้สภาพภูมิอากาศอยู่ในอันตราย)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
12	fueling disasters	fossil fuel companies are arsonists	fueling fire (การเติมเชื้อเพลิงให้ไฟ)	exacerbating natural disasters (ทำให้ภัยพิบัติทางธรรมชาติเลวร้ายลง)	https://www.greenpeace.org/international/press-release/71489/study-confirms-hurricane-helene-fueled-by-big-oils-emissions-greenpeace-calls-for-climate-polluters-to-pay/
13	polluters driving extreme weather	fossil fuel companies are arsonists	drivers of disaster (ตัวขับเคลื่อนภัยพิบัติ)	climate destabilization (ทำให้สภาพภูมิอากาศไม่เสถียร)	https://www.greenpeace.org/international/press-release/71489/study-confirms-hurricane-helene-fueled-by-big-oils-emissions-greenpeace-calls-for-climate-polluters-to-pay/
14	Big Oil's toxic business	fossil fuel companies are arsonists	toxicity (ความเป็นพิษ)	damaging business practices (รูปแบบธุรกิจที่ก่อให้เกิดความเสียหาย)	https://www.greenpeace.org/international/press-release/71489/study-confirms-hurricane-helene-fueled-by-big-oils-emissions-greenpeace-calls-for-climate-polluters-to-pay/

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15	reckless behavior of polluters	fossil fuel companies are arsonists	recklessness (ความประมาทเลินเล่อ)	public endangerment (การทำให้ประชาชนตกอยู่ในอันตราย)	https://www.greenpeace.org/international/press-release/71489/study-confirms-hurricane-helene-fueled-by-big-oils-emissions-greenpeace-calls-for-climate-polluters-to-pay/
16	villains of climate destruction	fossil fuel companies are arsonists	villainy (ตัวร้าย)	corporate malfeasance (การกระทำผิดของบริษัท)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/
17	extraordinary profits from destruction	fossil fuel companies are arsonists	profiteering from disaster (การหากำไรจากภัยพิบัติ)	climate injustice (ความอยุติธรรมด้านสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/
18	climate polluters escaping accountability	fossil fuel companies are arsonists	escape from justice (หลบหนีจากกระบวนการยุติธรรม)	corporate evasion (การหลีกเลี่ยงความรับผิดชอบของบริษัท)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/
19	criminal neglect of the climate	fossil fuel companies are arsonists	criminal negligence (ความประมาทเลินเล่อทางอาญา)	climate inaction (การไม่ดำเนินการเกี่ยวกับสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/
20	fossil fuels driving disasters	fossil fuel companies are arsonists	drivers of chaos (ตัวขับเคลื่อนความโกลาหล)	catastrophic impacts (ผลกระทบเชิงหายนะ)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/
21	pay up for destruction	fossil fuel companies are arsonists	punishment for arson (การลงโทษผู้วางเพลิง)	payment for climate damages (การจ่ายค่าชดเชยความเสียหายจากสภาพภูมิอากาศ)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
22	fueling flood disasters	fossil fuel companies are arsonists	fueling flood (เติมเชื้อเพลิงให้เกิดน้ำท่วม)	worsening extreme weather (ทำให้สภาพอากาศเลวร้ายลง)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/

23	climate polluters worsening storms	fossil fuel companies are arsonists	worsening disasters (ทำให้ภัยพิบัติเลวร้ายลง)	increase in natural disasters (การเพิ่มขึ้นของภัยพิบัติทางธรรมชาติ)	https://www.greenpeace.org/international/story/62017/s-torm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
24	fueling catastrophic impacts	fossil fuel companies are arsonists	fueling catastrophe (เติมเชื้อเพลิงให้หายนะ)	accelerating climate change (เร่งให้การเปลี่ยนแปลงสภาพภูมิอากาศรุนแรงขึ้น)	https://www.greenpeace.org/international/story/62017/s-torm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/

The conceptual metaphor *fossil fuel companies are arsonists* effectively captures the perceived culpability of fossil fuel corporations in driving the climate crisis. By equating fossil fuel companies to arsonists – individuals who deliberately set fires – Greenpeace’s discourse frames these corporations as not merely negligent but actively destructive actors who endanger the global environment for profit.

Throughout the 13 analyzed articles (2023–2024), metaphors such as *climate crimes*, *polluters must pay*, and *fueling disasters* consistently paint a picture of fossil fuel companies as villains who knowingly exacerbate catastrophic events like heatwaves, floods, and storms. The *arsonist* framing intensifies the moral judgment against these companies by evoking strong emotional responses of anger, betrayal, and a demand for justice.

Moreover, the source domain of *crime, fire, and violence* is mapped onto the target domain of *corporate behavior* to stress intentionality. This metaphor suggests that fossil fuel companies are not passive contributors to climate change but are actively worsening it, despite scientific warnings. Words like *reckless assault*, *toxic operations*, and *fueling catastrophic impacts* further reinforce this perception of willful harm.

The rhetorical function of this metaphor is particularly significant. By portraying corporations as arsonists, Greenpeace effectively delegitimizes fossil fuel companies’ continued operation and demands strong punitive measures – including making polluters pay, stopping fossil fuel expansion, and financing loss and damage funds. In doing so, the metaphor aligns with broader movements advocating for climate justice and corporate accountability.

In sum, the metaphor *fossil fuel companies are arsonists* serves both cognitive and ideological purposes. It simplifies complex climate science into vivid, relatable imagery while mobilizing public sentiment and political will for structural change. It shifts the narrative from climate change as an unfortunate consequence of industrialization to a preventable crime with clear perpetrators and necessary consequences.

4.3. Climate Impact Is Violence

Metaphors such as "deadly floods" and "storm surges" amplify the sense of assault and destruction, portraying climate change as an aggressive force against humanity.

Table 3: Expressions of the “Climate Impact Is Violence” Metaphor.

No.	Example	Conceptual Metaphor	Source Domain (English/Thai)	Target Domain (English/Thai)	Data (Link)
1	climate emergency	climate impact is violence	emergency, crisis (ภาวะฉุกเฉิน, วิกฤต)	climate instability (ความไม่มั่นคงของสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/72051/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
2	climate disaster	climate impact is violence	disaster (ภัยพิบัติ)	extreme climate events (เหตุการณ์สภาพอากาศรุนแรง)	https://www.greenpeace.org/international/press-release/72051/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
3	killer typhoons	climate impact is violence	killing, death (การฆ่า, ความตาย)	typhoons intensified by climate change	https://www.greenpeace.org/international/press-

				(พายุไต้ฝุ่นที่รุนแรงขึ้นเพราะสภาพภูมิอากาศเปลี่ยนแปลง)	release/71491/new-study-shows-typhoon-season-made-worse-by-climate-change-greenpeace-philippines-responds/
4	deadly floods	climate impact is violence	death, destruction (ความตาย, การทำลายล้าง)	floods caused by climate change (น้ำท่วมจากการเปลี่ยนแปลงสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/
5	climate injustice	climate impact is violence	injustice, oppression (ความไม่ยุติธรรม, การกดขี่)	unequal climate impacts (ผลกระทบทางสภาพภูมิอากาศที่ไม่เท่าเทียม)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
6	worsening disasters	climate impact is violence	escalation of violence (การเพิ่มขึ้นของความรุนแรง)	escalating climate crises (วิกฤตสภาพภูมิอากาศที่รุนแรงขึ้น)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
7	climate-driven disasters	climate impact is violence	driven by violence (ขับเคลื่อนโดยความรุนแรง)	climate-induced catastrophes (หายนะจากสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71489/study-confirms-hurricane-helene-fueled-by-big-oils-emissions-greenpeace-calls-for-climate-polluters-to-pay/
8	humanitarian crisis	climate impact is violence	crisis, tragedy (วิกฤต, โศกนาฏกรรม)	mass suffering caused by climate change (ความทุกข์ทรมานจำนวนมากที่เกิดจากการเปลี่ยนแปลงสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71489/study-confirms-hurricane-helene-fueled-by-big-oils-emissions-greenpeace-calls-for-climate-polluters-to-pay/
9	climate crime	climate impact is violence	crime (อาชญากรรม)	climate destruction (การทำลายสภาพภูมิอากาศ)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
10	climate chaos	climate impact is violence	chaos (ความโกลาหล)	unpredictable extreme weather (สภาพอากาศสุดขั้วที่คาดเดาไม่ได้)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
11	burning homes	climate impact is violence	burning, destruction (การเผาไหม้, การทำลายล้าง)	loss of homes due to climate disasters (การสูญเสียที่อยู่อาศัยจากภัยพิบัติทางสภาพอากาศ)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
12	assault on our planet	climate impact is violence	assault, attack (การโจมตี)	damage to Earth's systems (ความเสียหายต่อระบบโลก)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
13	ravaged communities	climate impact is violence	ravaging, destruction (การทำลายล้าง)	communities destroyed by climate change (ชุมชนที่ถูกทำลายจากการเปลี่ยนแปลงสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/72051/hell-of-a-year-greenpeace-comments-on-hottest-

					year-on-record-the-first-to-exceed-1-5c/
14	suffering from extreme weather	climate impact is violence	suffering (ความทุกข์ทรมาน)	victims of extreme weather (เหยื่อของสภาพอากาศสุดขั้ว)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
15	destructive climate impacts	climate impact is violence	destruction (การทำลาย)	harm from climate change (ความเสียหายจากการเปลี่ยนแปลงสภาพภูมิอากาศ)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
16	relentless heatwaves	climate impact is violence	relentlessness (ความโหดร้ายไม่หยุดยั้ง)	unbearable climate conditions (สภาพอากาศที่ไม่สามารถทนได้)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
17	catastrophic impacts	climate impact is violence	catastrophe (หายนะ)	large-scale environmental damage (ความเสียหายสิ่งแวดล้อมขนาดใหญ่)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
18	shattered livelihoods	climate impact is violence	shattering (การทำลาย)	loss of income sources due to disasters (การสูญเสียแหล่งรายได้จากภัยพิบัติ)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
19	forced displacement	climate impact is violence	forced migration (การอพยพอย่างบังคับ)	climate refugees (ผู้ลี้ภัยจากสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71491/new-study-shows-typhoon-season-made-worse-by-climate-change-greenpeace-philippines-responds/
20	climate catastrophe	climate impact is violence	catastrophe (หายนะ)	extreme climate event (เหตุการณ์สภาพอากาศสุดขั้ว)	https://www.greenpeace.org/international/press-release/71491/new-study-shows-typhoon-season-made-worse-by-climate-change-greenpeace-philippines-responds/
21	heatstroke deaths	climate impact is violence	heatstroke, death (โรคลมแดด, ความตาย)	fatalities from extreme heat (การเสียชีวิตจากความร้อนจัด)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
22	deaths from floods	climate impact is violence	drowning, death (การจมน้ำ, ความตาย)	loss of lives in climate disasters (การสูญเสียชีวิตในภัยพิบัติทางสภาพภูมิอากาศ)	https://www.greenpeace.org/international/press-release/71492/greenpeace-comment-on-new-study-showing-climate-polluters-made-europes-deadly-floods-twice-more-likely/

The metaphor climate impact is violence reveals how environmental discourse shifts climate change from a scientific problem into an existential threat. In Greenpeace International's 2023–2024 articles, climate impacts are not described neutrally; instead, they are framed as violent assaults against people

and ecosystems. This metaphorical framing reshapes the public's understanding of environmental change: no longer has a distant or technical issue, climate change become immediate, brutal, and personal.

Unlike metaphors that focus on natural processes (global boiling, earth fever), the violence framing

introduces an element of moral violation. Expressions such as killer typhoons, climate crime, and humanitarian crisis imply that climate-related suffering is neither accidental nor natural but results from deliberate negligence and systemic injustice. This moves the climate conversation from environmental management to human rights and justice.³

A notable feature of this metaphor is its capacity to identify victims and perpetrators. Communities displaced by floods, farmers losing livelihoods to drought, and vulnerable populations facing deadly heatwaves are cast as victims of violent forces. Fossil fuel corporations and inactive governments are implicitly positioned as enablers or contributors to this violence.

The violence metaphor also legitimizes demands for urgent action, reparations, and accountability. Phrases like assault on our planet and burning homes

dramatize the stakes of climate inaction, framing delay not as policy failure but as complicity in harm. By framing environmental degradation as violence, Greenpeace strengthens calls for systemic change rather than incremental reform.

Thus, climate impact is violence is not simply a linguistic choice but a strategic reframing of the climate crisis: it demands that audiences see climate change as an ethical and humanitarian emergency requiring immediate, large-scale, and transformative action.

4.4. Temperature Thresholds as Points Of No Return

References to crossing the 1.5°C threshold employ metaphors of irreversible tipping points, underlining the urgency to act before catastrophe becomes inevitable.

Table 4: Expressions of the Conceptual Metaphor “Temperature Thresholds as Points of No Return”.

No.	Example	Conceptual Metaphor	Source Domain (English/Thai)	Target Domain (English/Thai)	Data (Link)
1	1.5°C threshold exceeded	temperature thresholds as points of no return	threshold, limit (ขีดจำกัด, เส้นขอบ)	critical point in climate change (จุดวิกฤตของการเปลี่ยนแปลงสภาพภูมิอากาศ)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
2	crossing 1.5°C boundary	temperature thresholds as points of no return	crossing a boundary (การข้ามเส้นเขตแดน)	irreversible climate change (การเปลี่ยนแปลงสภาพภูมิอากาศที่ไม่อาจย้อนกลับ)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
3	point of no return	temperature thresholds as points of no return	no return point (จุดที่หวนกลับไม่ได้)	irreversible climate impacts (ผลกระทบที่ไม่อาจย้อนกลับได้)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
4	danger zone	temperature thresholds as points of no return	danger zone (เขตอันตราย)	high-risk climate state (สถานะสภาพภูมิอากาศที่มีความเสี่ยงสูง)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
5	overshoot	temperature thresholds as points of no return	overshooting (การเกินขีดจำกัด)	going beyond safe climate targets (การเกินเป้าหมายสภาพภูมิอากาศที่ปลอดภัย)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
6	beyond safe limits	temperature thresholds as points of no return	safe limits (ขีดจำกัดความปลอดภัย)	unsafe climate conditions (สภาพภูมิอากาศที่ไม่ปลอดภัย)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
7	climate tipping points	temperature thresholds as points of no return	tipping point (จุดพลิกผัน)	critical irreversible shifts in climate (การเปลี่ยนแปลงสภาพภูมิอากาศที่ไม่อาจย้อนกลับ)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
8	breaking climate limits	temperature thresholds as points of no return	breaking limits (การทำลายขีดจำกัด)	irreversible climate damage (ความเสียหายทางสภาพภูมิอากาศที่ไม่สามารถย้อนคืนได้)	https://www.greenpeace.org/international/story/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
9	locking in dangerous warming	temperature thresholds as points of no return	locking in (การล็อกไว้)	committing to future damage (การผูกพันต่อความเสียหายในอนาคต)	https://www.greenpeace.org/international/story/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
10	runaway climate change	temperature thresholds	runaway (ควบคุมไม่ได้)	uncontrollable global warming (ภาวะโลกร้อนที่ไม่สามารถควบคุมได้)	https://www.greenpeace.org/international/story/62017/storm-boris-claims-heavy-losses-across-

		as points of no return			europe-greenpeace-calls-for-climate-polluters-to-pay/
11	irreversible heating	temperature thresholds as points of no return	irreversibility (การย้อนกลับไม่ได้)	permanent warming (ภาวะโลกร้อนถาวร)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
12	catastrophic temperature rise	temperature thresholds as points of no return	catastrophic rise (การเพิ่มขึ้นอย่างมโหฬาร)	extreme and devastating warming (ภาวะโลกร้อนอย่างรุนแรงและทำลายล้าง)	https://www.greenpeace.org/international/stories/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
13	trapped in high temperatures	temperature thresholds as points of no return	trapped (ติดอยู่)	inescapable warming (ภาวะโลกร้อนที่หลีกเลี่ยงไม่ได้)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
14	passing climate safe guardrails	temperature thresholds as points of no return	passing guardrails (ผ่านรั้วกัน)	loss of climate safety (การสูญเสียความปลอดภัยทางสภาพภูมิอากาศ)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
15	breaching temperature goals	temperature thresholds as points of no return	breaching goals (การฝ่าฝืนเป้าหมาย)	failing climate commitments (ล้มเหลวในพันธกรณีด้านสภาพภูมิอากาศ)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
16	threshold breached	temperature thresholds as points of no return	threshold breach (การทะลุขีดจำกัด)	collapse of climate stability (การล่มสลายของเสถียรภาพสภาพภูมิอากาศ)	https://www.greenpeace.org/international/stories/62216/hell-of-a-year-greenpeace-comments-on-hottest-year-on-record-the-first-to-exceed-1-5c/
17	irreversible climate tipping point	temperature thresholds as points of no return	tipping point (จุดพลิกผัน)	irreversible climate change (การเปลี่ยนแปลงสภาพภูมิอากาศที่ไม่สามารถย้อนกลับได้)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
18	critical temperature breach	temperature thresholds as points of no return	critical breach (การละเมิดขีดวิกฤต)	dangerous climate shifts (การเปลี่ยนแปลงสภาพภูมิอากาศอย่างร้ายแรง)	https://www.greenpeace.org/international/stories/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
19	pass irreversible boundary	temperature thresholds as points of no return	irreversible boundary (ขอบเขตที่ย้อนกลับไม่ได้)	permanent climate damage (ความเสียหายทางสภาพภูมิอากาศถาวร)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
20	overheating earth	temperature thresholds as points of no return	overheating (ความร้อนเกินขนาด)	unstoppable global warming (ภาวะโลกร้อนที่หยุดไม่ได้)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
21	climate spiral out of control	temperature thresholds as points of no return	spiral out of control (วงจรควบคุมไม่ได้)	chaotic climate system (ระบบภูมิอากาศที่ไร้การควบคุม)	https://www.greenpeace.org/international/stories/62017/storm-boris-claims-heavy-losses-across-europe-greenpeace-calls-for-climate-polluters-to-pay/
22	breached carbon budget	temperature thresholds as points of no return	breached budget (งบประมาณที่เกินขีดจำกัด)	loss of climate mitigation capacity (การสูญเสียความสามารถในการบรรเทาสภาพภูมิอากาศ)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/
23	plunging into a hot future	temperature thresholds as points of no return	plunging (การดำดิ่ง)	irreversible hot world (โลกที่ร้อนอย่างไม่อาจย้อนกลับได้)	https://www.greenpeace.org/international/stories/61462/global-heating-exceeds-1-5c-threshold-for-12-months-greenpeace-reaction/

The metaphor *temperature thresholds as points of no return* captures the extreme urgency embedded within Greenpeace International's climate crisis discourse (2023–2024). Unlike metaphors that

present climate change as gradual or negotiable, this metaphor portrays the crisis as a journey toward irreversible tipping points. The frequent use of expressions such as *crossing the 1.5°C threshold*,

irreversible tipping points, and *climate spiral out of control* presents global warming not merely as a worsening situation, but as a series of critical breaches after which the damage becomes permanent and uncontrollable.

This framing fundamentally alters how audiences perceive climate change. Instead of imagining climate deterioration as a linear and manageable process, the *threshold* metaphor creates a sense of finality – suggesting that delayed action will push humanity past invisible barriers beyond which catastrophe accelerates exponentially. Climate discourse employing this metaphor thus raises the emotional and ethical stakes, urging immediate action not only to mitigate damage but to avoid catastrophe altogether.

The strength of this metaphor lies in its capacity to simplify complex scientific processes into a narrative structure of irreversible danger. For example, describing the planet as "plunging into a hot future" or "locking in dangerous warming" transforms abstract temperature data into vivid imagery of falling, trapping, and losing control – experiences that are universally understood and feared. This helps bridge the communication gap between scientific communities and the general public.

Moreover, the metaphor draws moral boundaries: those who advocate for continued fossil fuel expansion are depicted not merely as misguided but as dangerously irresponsible actors who gamble with humanity's survival. By emphasizing concepts such as *breaching safe limits* and *overshooting climate goals*, Greenpeace positions the current policy inertia as ethically indefensible.

In conclusion, the *temperature thresholds as points of no return* metaphor is central to building a discourse of urgency and irreversibility around climate change. It serves as a powerful rhetorical device to foster public understanding, emotional engagement, and political momentum toward rapid and transformative climate action.

4.5. Ideological Functions The use of the "global boiling" metaphor strategically shifts the discourse

In the contemporary climate crisis discourse, metaphors are not merely rhetorical flourishes but powerful cognitive and ideological tools. One of the most striking examples is the "global boiling" metaphor, popularized by environmental organizations such as Greenpeace International. This metaphor does more than describe rising global temperatures; it fundamentally reshapes how the

climate emergency is perceived, discussed, and acted upon.

By invoking visceral imagery of a planet pushed beyond its limits, "global boiling" frames climate change as an immediate, existential threat rather than a distant or abstract problem. It stirs emotions, demands attention, and reframes scientific data into narratives of urgency and moral imperative. In doing so, it challenges conventional, passive views of environmental degradation and instead attributes direct culpability to human actors—especially fossil fuel corporations.

This section examines the ideological functions of the "global boiling" metaphor, analyzing how it strategically shifts climate discourse. It demonstrates how the metaphor bridges the gap between scientific knowledge and public consciousness, transforming abstract environmental concerns into tangible moral crises that necessitate collective action.

- **From abstraction to immediacy:** Scientific data becomes tangible, emotional, and alarming.

Scientific discourse on climate change often relies heavily on abstract data—rising temperature averages, atmospheric carbon concentrations, or sea level projections. While scientifically robust, such abstraction often fails to evoke an emotional response necessary for mobilizing public action. Greenpeace International, through its climate crisis campaigns (2023–2024), addresses this communication gap by employing vivid metaphors such as "global boiling." These metaphors translate scientific abstraction into emotionally charged narratives, making the climate crisis feel immediate, tangible, and deeply alarming. This article examines how Greenpeace International transforms scientific data into emotionally resonant imagery, thereby reshaping climate discourse to drive urgent action.

Examples of Metaphorical Shifts

Example 1. "Hell of a year"

In the article *'Hell of a year': Greenpeace comments on hottest year on record* (2024), Ian Duff states:

"Scientists are now putting numbers on what most of us already knew was a hell of a year, literally."

This metaphor transforms the objective statistic of exceeding 1.5°C of warming into the emotional imagery of "hell," symbolizing intense suffering, uncontrollable heat, and disaster.

Example 2. "Plunging into a hot future"

In *Global heating exceeds 1.5°C threshold for 12 months* (2024), the article describes:

"The planet is plunging into a dangerously hot future without brakes."

Rather than a slow, linear progression, climate

change is conceptualized as an uncontrollable plunge, intensifying the perception of immediate danger.

Example 3. "Locked in dangerous warming"

In *Greenpeace comment on new study showing Europe's deadly floods* (2024), it is stated:

"Without urgent action, humanity is locking itself into dangerous levels of warming."

The image of being "locked in" suggests entrapment, removing the sense of future negotiation and emphasizing inevitability unless immediate action is taken.

Example 4. "The flames of injustice are spreading"

In *Typhoon Carina causes devastating flooding in the Philippines* (2024), Greenpeace states:

"The flames of climate injustice are spreading faster than ever."

This metaphor frames the unequal impacts of climate change as an uncontrolled wildfire, intensifying emotional reactions around fairness and urgency.

Example 5. "World spiraling out of control"

In *Climate-impacted communities call for protection at Americas human rights court* (2024), the article notes:

"The climate crisis is spiraling out of control."

The "spiral" metaphor implies chaotic, self-reinforcing deterioration, further enhancing the sense of a rapidly worsening situation.

The metaphors employed by Greenpeace International, such as "hell of a year," "plunging into a hot future," and "locked in dangerous warming," illustrate a strategic rhetorical shift in climate communication. By translating abstract scientific measurements into vivid, emotionally charged imagery, Greenpeace makes the distant consequences of climate change feel immediate and personal. These metaphors not only trigger fear and urgency but also frame climate change as a chaotic, unstoppable force driven by human inaction. As a result, scientific facts that might otherwise seem remote or impersonal are transformed into stories of suffering, injustice, and existential threat—thereby motivating the public toward

- **From natural disaster to human culpability:**

Climate change is reframed as the result of deliberate corporate actions.

Natural disasters such as hurricanes, floods, and heatwaves have historically been framed as unavoidable and random phenomena—events outside of human control. This traditional narrative, however, is increasingly challenged by organizations like Greenpeace International. Through strategic use of metaphor, Greenpeace reframes climate change

not as a natural occurrence but as a man-made crisis driven by deliberate corporate actions. By portraying fossil fuel companies as active perpetrators of environmental harm, Greenpeace shifts the discourse from passive acceptance to demands for accountability and justice.

Example 6. "Big Oil made 13 million Filipinos anguish"

In the article *New study shows typhoon season made worse by climate change: Greenpeace Philippines responds* (2024), it is stated:

"Big Oil made 13 million Filipinos anguish in an unprecedented series of six typhoons within just 30 days."

Rather than depicting typhoons as natural disasters, this metaphor explicitly attributes the suffering of millions to the actions of fossil fuel companies, transforming a natural event into an act of corporate-driven harm.

Example 7. "Climate polluters must pay for the mess they have created"

In *Study confirms Hurricane Helene fueled by Big Oil's emissions: Greenpeace calls for climate polluters to pay* (2024), Greenpeace asserts:

"It's time to make big oil and gas polluters pay for the mess they have created."

Here, the destruction caused by extreme weather events is portrayed as the direct consequence of corporate negligence, reinforcing the idea that companies must be held financially and morally accountable.

Example 8. "Climate crimes"

In *Greenpeace calls for climate reparations as Typhoon Mawar moves towards the Philippines* (2024), the article emphasizes:

"The world shouldn't let these climate crimes continue; culprits must be held to account."

The phrase "climate crimes" reframes environmental degradation as a criminal act, intensifying the moral gravity of corporate contributions to the climate crisis.

Example 9. "Shell has produced 10 times the carbon pollution of the Philippines"

In *Typhoon Carina causes devastating flooding in the Philippines – reaction* (2024), it is pointed out:

"Shell – who have produced 10 times the carbon pollution of the Philippines in the last fifty years."

This statement quantifies corporate impact in stark terms, contrasting the emissions of a single company with those of an entire nation, emphasizing the disproportionate responsibility borne by fossil fuel corporations.

Greenpeace International's strategic use of metaphor redefines climate change from a distant, natural phenomenon into an immediate and human-

induced crisis. By attributing natural disasters directly to corporate actors, Greenpeace challenges the conventional detachment associated with climate discourse. The metaphors used not only highlight fossil fuel companies as central perpetrators but also serve to delegitimize narratives that frame climate impacts as unfortunate but unavoidable events.

This reframing carries significant ideological implications. It strengthens public calls for reparations, fosters a sense of collective injustice, and amplifies demands for systemic reforms. By naming fossil fuel companies as "climate criminals" and demanding they "pay for the mess they have created," Greenpeace shifts climate communication into the realm of legal and moral accountability. In doing so, the organization mobilizes broader societal support for climate justice initiatives and pressures governments to enact stronger regulations against corporate polluters.

- **From passive awareness to moral obligation:** The public is called upon to support climate justice measures and hold polluters accountable.

In traditional environmental discourse, public engagement has often been limited to raising awareness—encouraging individuals to recognize the existence of climate change. However, Greenpeace International's communication strategy goes beyond passive recognition. Through the use of powerful metaphors, the organization calls for a transformation of public consciousness: from mere awareness to active moral obligation. By emphasizing accountability, justice, and systemic change, Greenpeace urges individuals and communities not just to observe but to act. This shift is crucial in repositioning climate change as a moral and ethical issue, demanding participation, resistance, and advocacy from the public.

Example 10. "The world shouldn't let these climate crimes continue"

In *Greenpeace calls for climate reparations as Typhoon Mawar moves towards the Philippines* (2024), the call to action is clear:

"The world shouldn't let these climate crimes continue; culprits must be held to account."

By framing the actions of fossil fuel companies as "crimes," Greenpeace moves beyond awareness and positions climate activism as a moral duty to prevent injustice.

Example 11. "We must dismantle the dangerous corporate delusion"

In *'Hell of a year': Greenpeace comments on hottest year on record* (2024), Greenpeace states:

"We must dismantle the dangerous corporate

delusion that fossil fuel expansion can continue without consequence."

The imperative "we must dismantle" transforms passive observation into a collective ethical responsibility to challenge corporate power structures.

Example 12. "Governments need to make polluters pay"

In *Study confirms Hurricane Helene fueled by Big Oil's emissions* (2024), the article demands:

"Governments need to get a grip on public spending and urgently divert it from fossil fuel incentives towards a just and sustainable transition."

This shifts the frame from acknowledging climate impacts to actively demanding governmental action based on principles of justice.

Example 13. "Communities must ensure their own future"

In *Greenpeace calls for climate reparations as Typhoon Mawar moves towards the Philippines* (2024), Greenpeace emphasizes:

"Even while communities are doing their utmost so that they can ensure their own future, they are rendered disenfranchised because of the willful inaction of those that have the most responsibility to change."

This metaphor highlights that communities cannot wait passively; they must assert agency to claim their rights and future.

Greenpeace International's discourse demonstrates a deliberate shift from passive environmental awareness to a deep moral call to action. By framing climate change as a matter of justice, crime, and systemic failure, Greenpeace appeals directly to the ethical sensibilities of the public. Climate change is not presented as a distant scientific problem, but as an immediate moral crisis requiring urgent collective action.

The metaphors used—climate crimes, dismantling corporate delusion, and ensuring one's own future—are designed to activate public conscience. They construct a narrative where neutrality is no longer acceptable; to be passive is to be complicit. This strategic move enhances the legitimacy of climate justice movements and strengthens demands for reparations, policy reform, and corporate accountability. Through this ideological function, Greenpeace transforms climate discourse into a moral imperative, mobilizing both awareness and action.

5. DISCUSSION

This study expands on existing research into climate crisis metaphors by showing how

Greenpeace International's 2023–2024 discourse strategically mobilizes the "global boiling" metaphor to intensify urgency, emotional resonance, and moral responsibility. The findings are consistent with previous studies that highlight how metaphor shapes climate understanding and activism.

Lakoff and Johnson (1980) first demonstrated that metaphors are not merely linguistic decorations but fundamental to thought, structuring how abstract concepts like climate change are understood. In Greenpeace's discourse, metaphors such as "hell of a year" and "boiling world map" extreme heat onto existential danger, making scientific data about global temperature rise emotionally tangible. This aligns with Kövecses's (2002) theory that metaphors evoke bodily experiences—like heat and fever—to trigger immediate emotional reactions.

Charteris-Black (2004) argued that metaphors in political discourse have ideological functions, revealing hidden intentions and promoting particular worldviews. Greenpeace's framing of fossil fuel companies as "arsonists" and "criminals" not only identifies human culprits but actively repositioned climate change from a natural disaster to human culpability, supporting Charteris-Black's model of Critical Metaphor Analysis (CMA).

Similarly, Flusberg, Matlock, and Thibodeau (2017) found that metaphors like "global warming is a war or battle" could increase public concern and engagement with climate change. Greenpeace's metaphors of crime, burning, and payback show a similar pattern, intensifying moral framing and encouraging political action rather than passive awareness.

Nerlich, Koteyko, and Brown (2010) emphasized that climate metaphors evolve over time to reflect changing scientific and political contexts. While earlier metaphors such as "greenhouse effect" were technocratic, Greenpeace's 2023–2024 shift to boiling metaphors reflects the heightened sense of irreversible catastrophe now felt globally.

Furthermore, the findings support Wang and Habil's (2024) ecolinguistic analysis of COP28 speeches, where critical metaphors were used to emphasize loss and damage narratives and position vulnerable communities as unjustly harmed by rich polluters. Greenpeace echoes this by consistently linking boiling metaphors to demands for climate reparations.

Finally, Elstermann (2024) argued that metaphors in digital literature create new spaces for collective emotional experience and resistance. Greenpeace's digital climate communication, filled with vivid boiling metaphors, builds a shared emotional

landscape that empowers activist movements and reinforces collective moral obligation.

Thus, this study not only validates but extends previous research, showing that Greenpeace's use of "global boiling" metaphors integrates cognitive, ideological, emotional, and activist functions into a cohesive climate crisis discourse.

Moreover, this study resonates with the study of Pezzullo and Cox (2025) in *Environmental Communication and the Public Sphere*, which underscores how human communication is central to shaping our perceptions of environmental problems and influencing actions to address them. Greenpeace's strategic deployment of the "global boiling" metaphor exemplifies how an organization actively defines an environmental crisis, thereby guiding public understanding and galvanizing support for specific interventions, such as advocating for corporate accountability and climate justice.

However, a key limitation of this study is its exclusive focus on Greenpeace International's discourse. While this provides a deep dive into an influential activist organization's communication strategy, it necessarily restricts the generalizability of the findings. The "global boiling" metaphor, while potent, is likely employed with varying intensity and nuances by different actors within the broader climate discourse. For instance, governmental organizations might adopt a more cautious, policy-oriented, and less emotionally charged rhetoric, perhaps favoring terms like "climate change" or "climate crisis" within frameworks of international agreements and national strategies. Their use of metaphor might lean towards implying managed risk or gradual transition, aiming for consensus rather than confrontation. In contrast, other environmental NGOs could also employ the "global boiling" metaphor, but their specific advocacy goals or target audiences might lead to different strategic choices—some might prioritize scientific accuracy, others might focus on conservation, or climate justice with metaphors of "fragile ecosystems" or "burden." Meanwhile, traditional news media typically aim for more objective reporting, often presenting diverse perspectives. They might report *on* the "global boiling" metaphor as a new development in climate discourse rather than adopting it as a primary rhetorical tool themselves, with their metaphors tending to be more descriptive of impacts, such as "raging wildfires" or "disappearing glaciers." Future research could provide valuable comparative insights by analyzing the "global boiling" metaphor across a wider range of institutional and media contexts to fully map its diffusion and varying

rhetorical functions.

6. CONCLUSION

This study demonstrates that the metaphor of “global boiling” occupies a central position in Greenpeace International’s climate-crisis discourse during 2023–2024. Employing Critical Metaphor Analysis (CMA), the article shows that Greenpeace systematically mobilizes heat-related imagery—particularly metaphors of heat, burning, and fever—to render abstract climate science more concrete, to cultivate a sense of affective urgency, and to foreground anthropogenic causation, especially the culpability of fossil-fuel corporations. By construing temperature thresholds as “points of no return” and characterizing fossil-fuel companies as societal “arsonists,” these framings recalibrate public perception from passive awareness toward heightened moral responsibility and justice-oriented demands. In effect, the organization’s rhetorical strategy integrates cognitive, emotional, and ideological functions, enabling audiences to apprehend the immediacy of the crisis and motivating collective advocacy for systemic change.

The findings carry forward-looking implications for the principal actors in climate communication. For journalists, the analysis provides a tractable blueprint for framing climate stories with emotional resonance that humanizes an otherwise abstract crisis (Covering Climate Now, 2022). At the same time, it underscores a crucial caveat: urgency elicited by metaphors such as “global boiling” should be balanced with solutions-focused reporting to empower audiences and to mitigate news avoidance, anxiety, and fatalism associated with exclusively

negative narratives (Hawkins, 2019; Maduneme & Segrè Cohen, 2025). For educators, the identified metaphors offer robust case materials for curricula in critical media literacy, equipping students to deconstruct the ideological foundations of public discourse and to detect misinformation (Share et al., 2024; Monroe et al., 2019). Such pedagogical design not only strengthens analytical competencies but also provides structured avenues to address climate justice, ethics, and the affective dimensions of the crisis, thereby fostering resilience and managing eco-anxiety (Hickman et al., 2021). For policymakers, the results illustrate how strategic metaphorical framing can cultivate public and political will for ambitious climate action (Leiserowitz et al., 2021). Aligning frames with policy objectives—for instance, leveraging culpability metaphors to galvanize support for “polluter-pays” principles or irreversibility metaphors to highlight the necessity of accelerated systemic transitions—can translate concern into concrete policy endorsement by appealing to widely held values of fairness and security (Stoddard et al., 2021; van der Linden et al., 2019).

Understanding the power of metaphor is therefore not merely an academic exercise but a practical prerequisite for effective climate communication. Future research should examine the cross-cultural and cross-linguistic resonance of these frames (Atanasova & Koteyko, 2017) and deploy experimental designs to measure their causal effects on engagement and behavior (Flusberg et al., 2024), thereby refining the communicative repertoire available for addressing the defining challenge of our time.

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