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1 Going beyond the Literal: A Longitudinal Study of Metaphorical 2 Conceptualization in Sustainability Reports

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7 Abstract

8 Language expressions are primarily shaped by conceptual metaphors. By adopting Conceptual
9 Metaphor Theory as a tool, this study explores the communicative strategies adopted by a
10 company's outlook on social and environmental responsibility from a longitudinal perspective.
11 Conceptual Metaphor theory, also known as Cognitive Metaphor Theory, is an expression used
12 in cognitive linguistics to describe the understanding of one notion or conceptual domain in
13 terms of another. In more specific terms, the article discusses how Structural, Orientational,
14 and Ontological conceptual metaphors are employed in the communicative strategies adopted
15 by Chevron Co. pre-and during the COVID-19 pandemic crisis. Chevron is an American
16 joint-stock company that operates in the field of power generation and oil refining. The
17 qualitative and quantitative linguistic analysis conducted using the Sketch Engine program
18 aimed to pinpoint and clarify the ways in which Chevron and Co's use of language creates and
19 communicates metaphors in its Sustainability Reports.

21 *Index terms*— conceptual metaphor theory, ontological metaphor, orientational metaphor, structural
22 metaphor, sustainability.

23 1 Introduction

24 sustainability is a complex concept that considers the balance between environmental, social and economic aspects
25 of human life. Businesses play a crucial role in promoting environmental sustainability, as their social and
26 environmental impact can be considerable. In this regard, the significance of sustainability to business has grown
27 over the past few years. The relationship between governments, business and society has undergone structural
28 changes as a result of these challenges and the public's expectations regarding the role of business in addressing
29 those challenges have also changed as a result. One example of an external environmental change is the rise
30 in public concern over environmental issues such as climate S change, depletion of natural resources, ecology,
31 species extinction and cultural change (Bastardas-Boarda 2005; Thiele 2016; Lessmann and Rauschmayer 2016).
32 These concepts provide a way to improve some of the material aspects of human existence without degrading
33 other environmental elements that are even more fundamental and essential to nature; they serve to safeguard
34 against the very threat to human existence (Bastardas-Boarda 2005; Thiele 2016; Lessmann and Rauschmayer
35 2016). This does not exclude progress in science, technology, or economic development, and indeed acknowledges
36 the key importance of healthy environments that are conducive to the survival of animal species and nature.
37 Because the scales of values shared by society and shaped by legal codification serve as the root of the issue
38 rather than legal dispositions, it assumes the existence of an environmental, social and ecological morality. As
39 a result, business, societies and companies now approach social, community and environmental activities with
40 greater strategic thinking (Galpin and Whittington 2012). In this perspective, Sustainability is now advocated
41 by a growing number of corporations, citizens, governments and political parties, becoming "one of a few ideals
42 that receive near universal endorsement [...]" increasingly providing "a common language, a lingua franca for the
43 twenty-first century" (Thiele 2016: 11).

44 In such a setting, sustainability reporting has developed as a useful tool for managers to identify and address
45 these sustainability-related challenges while also boosting business operations at the company. Businesses
46 are in fact interested in sustainability, and Reporting reflects the expanding importance of sustainability
47 in general. The motivations and outcomes in Reporting have changed together with its growing strategic
48 importance (Morhardt 2010); earlier on, most reporters were under social and public pressure and used
49 their reporting to establish the credibility and trustworthiness of their corporations, societies, companies, etc.
50 (Deegan 2002). In addition to outcomes, other reporting motivation factors include strategic advantages such
51 as the market (improving competitive position), political (reducing political pressure and regulation), social
52 (avoiding stakeholder challenges), and accountability (the company is promoting sustainability). KPMG claims
53 that "companies are not only expected to operate in a responsible manner, but they are increasingly asked
54 to demonstrate strategies adopted by a company's outlook on social and environmental responsibility from
55 a longitudinal perspective. Conceptual Metaphor theory, also known as Cognitive Metaphor Theory, is an
56 expression used in cognitive linguistics to describe the understanding of one notion or conceptual domain in
57 terms of another. In more specific terms, the article discusses how Structural, Orientational, and Ontological
58 conceptual metaphors are employed in the communicative strategies adopted by Chevron & Co. pre-and during
59 the COVID-19 pandemic crisis. Chevron is an American joint-stock company that operates in the field of power
60 generation and oil refining. this publicly" in a report from 1999 (in ??offey and Higgins 2016: 18). Given this,
61 it is evident that the way businesses have learned to understand sustainability has been greatly impacted by
62 sustainability reporting.

63 Businesses can now speak out about sustainability-related issues, demonstrate their social and environmental
64 performance, and the general public is now more aware of how businesses handle these issues. This is precisely
65 the context in which the use of metaphor comes in. As Lakoff and Johnson (1980: 121) point out, "people
66 understand what they see"; therefore, in order to ease accessibility and an accurate understanding of such
67 important information, companies make extensive use of metaphors in their sustainability reports in order to
68 convey their commitments to sustainability and create a positive image among the public.

69 2 II.

70 3 Theoretical Framework and Methodology

71 Up until recently, metaphor was examined solely in the context of rhetoric or stylistics and was considered to
72 be merely a rhetorical device. The analytical tool of Conceptual Metaphor Theory (CMT) (Lakoff and Turner
73 1980) will be examined in this section in order to explain the complexity of the relationship that lies behind the
74 creation and understanding of the Chevron & Co. Sustainability Reports under scrutiny. Conceptual Metaphor
75 Theory is a branch of Cognitive Linguistics (CL) whose goal is to make abstract notions more understandable
76 by treating them as concrete concepts. Indeed, according to Forceville and Urios-Aparisi (2009: 12), Conceptual
77 Metaphor Theory (CMT) stresses the fact that "human beings can only come to grips with the abstract by
78 metaphorically coupling it with the concrete-perceptible." To put it another way, when a metaphor is used, an
79 abstract idea is perceived as if it were a physical object (Charteris-Black 2004). This is because the conceptual
80 domains of the source and the target are closely related to our everyday experiences and thus shape the way we
81 think and what we believe about the world. The Relational process "A is B" found in the corpus such as 'disease
82 is war' can explain the way metaphor works, where the A element is the source domain and the B element is
83 the target domain. Although there is identification between them in that they both involve something related
84 to living beings, on closer scrutiny they come from notions that pertain to utterly different "cognitive domains"
85 (health and armed conflict) (Ngoc Vu 2015).

86 Hence, Conceptual Metaphor Theory (CMT) is based on the interaction between two conceptual areas or units
87 of cognitive association known as "cognitive domains", which are understood to be mental representations of how
88 the world is structured. As a result, metaphoric conceptualization based on analogy is primarily accomplished
89 through mapping, which entails tying together two distinct conceptual structures or domains in which a concrete
90 vehicle or source domain is associated with and uni-directionally projected towards an abstract topic or abstract
91 domain, as illustrated in Table 1 below.

92 This study discusses the distribution of metaphorical mapping from a quantitative and a qualitative perspective
93 in the Chevron Sustainability Reports published immediately before the COVID-19 pandemic crisis and during
94 the subsequent pandemic. The aim is to understand the contrasting ways in which the two Reports (2019 and
95 2020) conceptualize the two different periods, and how one of the most challenging years since the end of the
96 second World war affected the choice of metaphors in the 2020 Chevron Sustainability Report.

97 It has been shown that companies, politics and corporate discourse in general frequently use metaphors
98 as they create images and leverage sensory cognition, perceptions and ideas, exerting a direct impact on the
99 level of thought in terms of "understandings, judgments, concepts and theories" (Solonchak and Pesina 2015:
100 25). Any representational decision can theoretically be replaced by a new linguistic choice with a different
101 set of consequences since referents do not have an unquestionable inherent meaning. Whether consciously or
102 unconsciously, people adopt a categorization that emphasizes certain aspects of the concept and obscures others
103 when we select a specific source domain to achieve it (Nicaise 2011).

104 The purpose of this study is to demonstrate how, through metaphor, Sustainability Reports aimed to capitalize

105 on their conceptual aspects both before and during the pandemic. Viewed from a longitudinal perspective, the
106 challenge is to establish how the lexical realizations of social and environmental sustainability, as well as the near-
107 parallel content in financial-economic concepts were distributed during the most acute period of the pandemic
108 compared to the preceding year.

109 Conceptual metaphors can be divided into three different categories: Orientational metaphor, Ontological
110 metaphor, and Structural metaphor (Lakoff and Johnson 1980). i) Ontological metaphor provides a foundation
111 for people to describe parts of experience as discrete entities or as unified classes of matter; ii) Structural
112 metaphor refers to the use of familiar concrete and simple descriptive structures to construct another abstract
113 concept (Nicaise 2011); iii) Orientational metaphors organise the entire conceptual system according to another
114 concept related to spatial orientation: up and down, inside and outside, front and back, on and off. The main
115 point of this study is to analyze the distribution of Conceptual Metaphors, namely Structural, Orientational,
116 and Ontological from a longitudinal perspective in the Sustainability Reports of Chevron and Co. before and
117 during the pandemic and see what the implications are. Due to space restrictions, only the most pervasive in
118 each metaphorical category will be considered and discussed both qualitatively and quantitatively.

119 4 III. Data Description and Selection

120 The choice of Chevron Corporation as a subject of study was because it is one of the world's largest energy
121 companies in the production of electricity and in the oil refining sector, with a significant impact on global
122 sustainability. Chevron Corporation has a strong commitment to sustainability and reducing greenhouse gas
123 emissions, making it an interesting case study for understanding how large companies address these issues.

124 In this respect, Sustainability Reports were selected because they deal with the significant issue of social and
125 environmental questions. As a result, they play a noteworthy role in the expression and construction of public
126 opinion. To a large extent, they also reveal the company's ideological stance and its use of persuasion rhetoric to
127 communicate with investors, stakeholders, and local and global communities. They thus wield a certain influence
128 on how public opinion is expressed and formed.

129 The data collection period spans two years: 2019 and 2020, i.e., the year that was significantly impacted by the
130 COVID-19 pandemic crisis, as well as the year immediately prior to the crisis. More specifically, Sustainability
131 Reports were chosen for two main reasons: first, because they provide the most thorough information to the local
132 as well as the global community on a larger scale; and second, using annual reports makes it possible to conduct
133 a longitudinal linguistic analysis of the changes in the use of metaphors.

134 IV.

135 5 Analysis and Results

136 The research questions that guided this study were as follows:

137 -What metaphors were used in Chevron's Sustainability Reports before and during the COVID-19 pandemic?
138 -How did the metaphors used by Chevron in Sustainability Reports change during the pandemic? -What are the
139 implications of using metaphors in corporate sustainability reporting? a) Overall distribution of source domains
140 Before analyzing in depth how particular concepts are expressed metaphorically before and during the pandemic,
141 the global distribution of source domains is displayed (Figures 1 and ??). In more specific terms, Figures 1 and
142 ??

143 6 i. Conceptual Orientational Metaphor

144 According to the findings shown in Figures 1 and ??, Orientational metaphor was the most common category
145 before the pandemic, accounting for 52% of all metaphors in the corpus but fell to 27% of the corpus during the
146 pandemic. As stated by Lakoff and Johnson (1980), Nicaise (2011) etc. Orientational fundamental metaphors
147 are among the most common (exceeded only by Structural metaphors), because they are spontaneously learned
148 through "sensomotoric experience" (Nicaise 2011: 411) beginning in infancy and subsequently they accompany
149 us throughout the rest of our lives. Otherwise stated, they are derived from our bodily interactions with the
150 environment because virtually any type of dynamic characteristic of our lives but also the 'life' of a Company, or
151 the expression of any social or economic parameter -may be described in terms of stepping forward or back, rising
152 or falling patterns that are simple to visualise in a figure. Sustainability Reports thus tend to be particularly
153 responsive to Orientational metaphors, as can be seen from the Examples 1-8 below: 2) Before starting a high-
154 risk task it is an important step forward in prioritizing safety and social and environmental sustainability
155 (Sustainability Report 2019).

156 7 3) Chevron has taken important steps forward to initially 157 align our performance data table (Sustainability Report 158 2019).

159 The most common Conceptual Orientational metaphor used in the Sustainability Report published before the
160 pandemic is "step forward". In Example 1, the metaphor implies that support for the Paris Agreement represents

161 positive progress for Chevron -and for the whole oil-refining and power generation industry -in the fight against
162 climate change as well as social and environmental sustainability. It also suggests that support for the agreement
163 represents a progression toward a more sustainable and better future. In the face of such ever shifting expectations,
164 the Chevron team has been working to find solutions to the most challenging energy problems emphasising its
165 high ethical standards and the Company's desire for operational excellence in its stringent capital discipline and
166 ongoing effort to lead the way in the future of energy, thus establishing a reputation for providing responsible
167 and durable outcomes. 4) We know the world faces challenges. But we also know, from experience, the path to
168 surmounting any challenge: pursuit of innovation, commitment to partnership, trust in markets and belief in the
169 power of human energy.

170 (Sustainability Report 2019)

171 And this compass seems to be the value and principle guiding Chevron along its traditional "path", namely
172 "the responsible way", which seems to become a tautological identification in "the Chevron way", as can be seen
173 in Example 5 below: Although the occurrences of Conceptual Orientational metaphors drop dramatically in the
174 Sustainability Reports published in 2020 during the pandemic, as is possible to see in the cake chart in Figure
175 ?? in terms of sustainable investment solutions and insights.

176 Another Conceptual Orientational metaphor based on the same analogy that embodies the image schema of
177 Chevron taking 'steps forward' through 'the path' of achieving future objectives can be seen in the Example 8
178 below:

179 Again, the metaphor is established by using the expression "on the road" figuratively to refer to the path
180 or trajectory followed by the Group to achieve a holistic view of the 2028 sustainable development agenda,
181 including not only energy efficiency but also environmental and social aspects. The metaphor established by
182 using the Orientational concept "on top" in both Examples (9-10) above refers to the position of importance that
183 the climate topic occupies in people's list of priorities, stressing also how these issues are prioritized in Chevron's
184 list to design a sustainable future and find solutions in line with the "path of Ecological Transition" undertaken
185 at a World level while at the same time, of course, protecting employment, the creation of local values and the
186 continuity of electricity supplies.

187 8 ii. Structural Conceptual Metaphor

188 As stated above, according to Lakoff and Johnson (1980), Structural Conceptual Metaphor is the most frequently
189 used category. Indeed, according to what is propounded by Lakoff and Johnson (1980), in the corpus under
190 scrutiny related to the Sustainability Report published during the pandemic, this does seem to be the case, since
191 it is the category displaying the highest percentage of occurrences.

192 The Orientational metaphor narrative that Chevron & Co. attempts to construct is based on a figurative long
193 walk along "a path" on which the Company will continue to make "steps forward" in order "to surmount any
194 challenge" against the backdrop of ever-changing expectations. This mindset drives the Company to invest in
195 cutting-edge technologies, pursue novel solutions, and foster the next generation of problem-solvers across all their
196 business, as can be noted in Example 4 below: This type of conceptual metaphor conceptualizes complex and
197 abstract experiences based on the knowledge of concrete, straightforward experiences. The conceptual metaphor
198 'disease is war', which is stated through a succession of the following sentences in the corpus, is a common
199 example used to explain this type of metaphor. It goes without saying that compared to their Sustainability
200 Report published before the pandemic, the Report published in the midst of it uses a large number of Structural
201 Conceptual war analogy metaphors) (3% in the Sustainability Report 2019; 49% in the Sustainability Report
202 2020): Again, the metaphors in Examples (12-13) are used to describe how the communities in which Chevron
203 operates in the United States have been negatively impacted by the COVID-19 pandemic. The occurrences of
204 "hard-hit" and "attack" suggest that these areas have suffered a serious aggression and violence by the pandemic,
205 implying that they have undergone a serious setback not only in economic terms but above all in terms of health
206 consequences from the spread of the virus. The metaphor used in the Examples (14-15) are "combat" and "killer".
207 By identifying pneumonia caused by COVID-19 to a "killer" "to combat" implies that the disease poses a serious
208 threat to human life. The metaphor also suggests that pneumonia represents a major problem that must be
209 actively and aggressively addressed to prevent further damage.

210 As stated above, quantitative linguistic analysis of the Sustainability Report published during the pandemic
211 confirmed the strong correlation with the use of war metaphors, thus confirming how 2020 was inevitably
212 influenced by the COVID-19 pandemic; the World economy suffered a severe setback, almost grinding to a
213 halt. Indeed, the result was a threefold crisis: health, economic, and social, with the refining industry being
214 one of the hardest hit. Interestingly, in the 2020 Report war metaphors are never employed to describe material
215 circumstances, i.e., financial or economic, but focus instead on a human approach to resolving problems concerning
216 health, social and human values, through an extensive use of combat analogies.

217 Not surprisingly, in the Sustainability Report prior to the pandemic there are very few occurrences of Structural
218 metaphors regarding war, and they are not linked to social, health and human values as in the Report published
219 during the pandemic, but are related prevalently, although not exclusively, to economic and financial issues, as
220 in Example 16 below: In Example 16 above, the metaphor of war "strategy" alludes to the 'industrial vision' in
221 which Chevron has always considered itself to be of primary importance, holding a highly competitive position

222 on an international scale, and at the same time, participating in the socio-economic evolution of people and of
223 the environment in which it operates.

224 iii. Ontological Conceptual Metaphor According to Lakoff and Johnson (1980), conceptualizing our experience
225 as belonging to the conceptual realm of tangible or material objects enables us to separate away abstract
226 experiences and ideas and perceive them as actual objects or substances. The semanticization of certain aspects
227 of extralinguistic experience by words enables people to recognize and interpret them immediately. Once the
228 experience can be reduced to a particular object or substance, any classification, grouping, or quantification is
229 possible. This allows us to explain the experience rationally. According to Lakoff and Johnson (1980), experience
230 in any type of interactive process with a specific object or substance is the foundation for a wide multiplicity of
231 conceptual metaphors in which activities, events, ideas and feelings, etc. are considered as the essence.

232 9 Mobility

233 Among the most common Ontological metaphors, Mobility metaphors feature widely in the corpus under
234 investigation. They are also used more frequently in the Sustainability Report published before the pandemic,
235 accounting for 9.4% out of 45% of Ontological metaphors than in the Sustainability Report published in the midst
236 of it (0.2%). These percentages are supported by regression analysis, which also reveals that energy transition,
237 global markets and energy solutions use Mobility metaphors more frequently than in issues of health and disease
238 referring to the pandemic crisis. Moving forward along this virtual path of economic, social and environmental
239 issues can be achieved through different means of transportation. Each means of transportation connotes its
240 own advantages and disadvantages as each has its strengths and weaknesses and thus a different distribution
241 in the corpus under scrutiny. As stated above, all these occurrences are present only in the Sustainability
242 Report published before the pandemic, whereas there are no occurrences of this kind of metaphor referring to the
243 COVID-19 pandemic in the Sustainability Report published in 2020; all of them regard social and environmental
244 issues, the economy, energy etc. (cfr. Example 17 below). Most of these metaphors of Mobility are founded
245 on image schemata that result from a physical experience related to Boat (navigation, 4 occurrences) and Train
246 (2 occurrences). The former is associated with directing the way that a ship will travel, or to find a direction
247 across, along, or over an area of water, and often has a connotation that involves difficulties, complications etc.
248 evoking an image of intrinsic complication, for example 'navigate in bad waters' as in the Example (18) below, "to
249 navigate global markets, thrive in diverse economies and cultures, operate in complex regulatory environments"
250 [italics added]; the latter (locomotive), on the other hand, implies moving in a favorable and fast way: 'speeding
251 train/locomotive'; this metaphor identifies speed to a train traveling at speed, implying that it is powerful and
252 unstoppable as shown in the Example (19) below 'locomotive of continuous improvement'. In Example (20)
253 above, the metaphor is established by comparing the management system process to an "engine" that drives an
254 activity or process toward a desired goal. The modifier "main" is used to emphasize the critical importance of
255 the management system process as an essential engine for continuous improvement in organizations.

256 10 Animals

257 Even if the frequencies before and during the pandemic are significantly lower than other source domains-0.4%
258 for the Sustainability Reports published before the COVID-19 pandemic and 0 for the one published during
259 it -the animal world is a non-negligible source of inspiration for corporate and financial discourse in general
260 (Nicaise 2011) Although there is a clear predilection for War metaphors in the Sustainability Report issued
261 during the pandemic, one of the metaphors preferred in the Report published before the pandemic -along with
262 the Orientational, as seen above in 4.1.1 -is the Key metaphor, which accounts for the highest number of the
263 Ontological metaphors (62%). Indeed, the metaphor of the Key is pervasive in the corpus under investigation
264 and in the great majority of examples is always related to "human rights": The metaphor of the Key refers to
265 the critical importance of these issues connected to the human aspects of Chevron's work. It works as means to
266 open new horizons: namely starting with "people", who are put in first place as a business resource, as clearly
267 stated in the letter to the Stakeholders (2019): "At Chevron, we believe our greatest resource is not the resource
268 in the ground -but rather the inspiration of our people".

269 The same metaphor is used in the following sentence taken from Example 25 in which the Key metaphor
270 collocates with "business", then again in a binominal construction with "human rights" in order to In this
271 example the Company again puts strong emphasis on the ethics regarding human rights and work, especially in
272 the areas in which Chevron operates, considering the essential factors of health, environment and safety practices
273 as a core part of their comprehensive safety and protection program. The same metaphor is used in the following
274 sentences taken from the Sustainability Report published in 2020: 27) We engaged with key suppliers to reinforce
275 awareness of our policies and potential human rights issues. (Sustainability Report 2020)

276 28) What is the key to sustaining a culture of safety in Chevron's diverse operations across the globe?
277 (Sustainability Report 2020) Another essential aspect of Chevron's program expressed in the metaphor 'key
278 initiative' refers to Chevron's biodiversity action plan. The Company is engaged in protecting the life of
279 endangered species and demonstrates Chevron's commitment to conserving biodiversity and protecting the
280 environment and wildlife that live in the vicinity of their operations.

11 29)

281
282 The key initiative is a biodiversity action plan.
283 (Sustainability Report 2019)
284 V.

12 Conclusions

285
286 This study has focused on the question of how much the pandemic crisis had an impact on choice of metaphor
287 in the Sustainability Report of one of the biggest joint-stock companies in oil refining and power generation at
288 a World level, namely Chevron & Co. By adopting a Conceptual Metaphor Theory approach using the three
289 different types of cognitive metaphorical expression, namely Orientational metaphor, Ontological metaphor, and
290 Structural metaphor (Lakoff and Johnson 1980; Lakoff 2003), this study has attempted to analyze all the metaphorical
291 realizations from a longitudinal perspective in the Sustainability Reports of Chevron & Co. published before
292 (2019) and during the pandemic (2020).

293 The results seem to partially corroborate Lakoff and Johnson's (1999) claim about the fact that Structural
294 conceptual metaphors belong to the core of conceptual metaphors that are employed in the great majority
295 of cases irrespective of linguistic, culture or thematic differences. Indeed, although this is true regarding the
296 metaphors found in the Sustainability Report published during the pandemic, in which in the majority of cases
297 Structural metaphors are those with the highest percentage, it does not seem to be the case in the use of
298 metaphors in the Sustainability Reports published before the pandemic, in which Orientational metaphors have
299 the highest percentage. In line with this perspective, therefore, the data suggest that the two periods have
300 their own metaphorical preferences as regards specific domains. It could be inferred from this that effective
301 communication in different periods of time -although in this case not with any significant timespan, but certainly
302 with extraordinary discrepancies due to the tragic event of the pandemic marking it -requires awareness of
303 different metaphorical implications; when in a given period a source domain is seen to be more productive, a
304 locutor, or an energy company, as in this specific case, may benefit from this different conceptual competence
305 reflecting its attitudes towards the world in general and the life of the community in particular.

306 Quantitative and qualitative analysis of Chevron's 2019-2020 Sustainability Reports revealed that the company
307 mainly focuses on reporting information about its financial and operational performance, but above all including
308 environmental, social, and health aspects; needless to say, the emphasis on health concerns the Report of 2020.
309 In addition, analysis of the metaphors used in the reports revealed that Chevron mainly adopts a familiar and
310 humane perspective with the reader in managing environmental, social and health issues.

311 Regarding the types of rhetorical figures and their frequency, in the 2019 Sustainability Report (prior to
312 COVID-19), Chevron uses mainly Orientational metaphors, but also Ontological ones ("Key", "step forward",
313 etc.); while in the 2020 Sustainability report (during COVID-19), Chevron uses Structural metaphors, nouns and
314 adjectives conveying war images. ("hit", "killer", etc.).

315 This piece of research has tried to highlight the importance for energy companies to communicate their
316 environmental and social commitments effectively. Companies should adopt a more humane and collaborative
317 approach to managing environmental and social issues in order to improve their public image and increase
318 consumer trust. In addition, the use of more incisive metaphors could be an opportunity to improve the
319 effectiveness of corporate communication in this area. ^{1 2}

¹ ESG is the acronym which stands for Environmental, social, and corporate governance, also known as environmental, social, governance, is a business framework for considering environmental issues and social issues in the context of corporate governance.

² It is interesting to note, for instance that investor optimism is a hallmark of bull markets, whereas bears predict the market will provide negative returns. Both metaphors likely have their roots in the way that the animals attack their foes. In order to represent upward and negative trends, a bull raises its horns while a bear lowers its paws (Cfr. Nicaise 2011).[...]

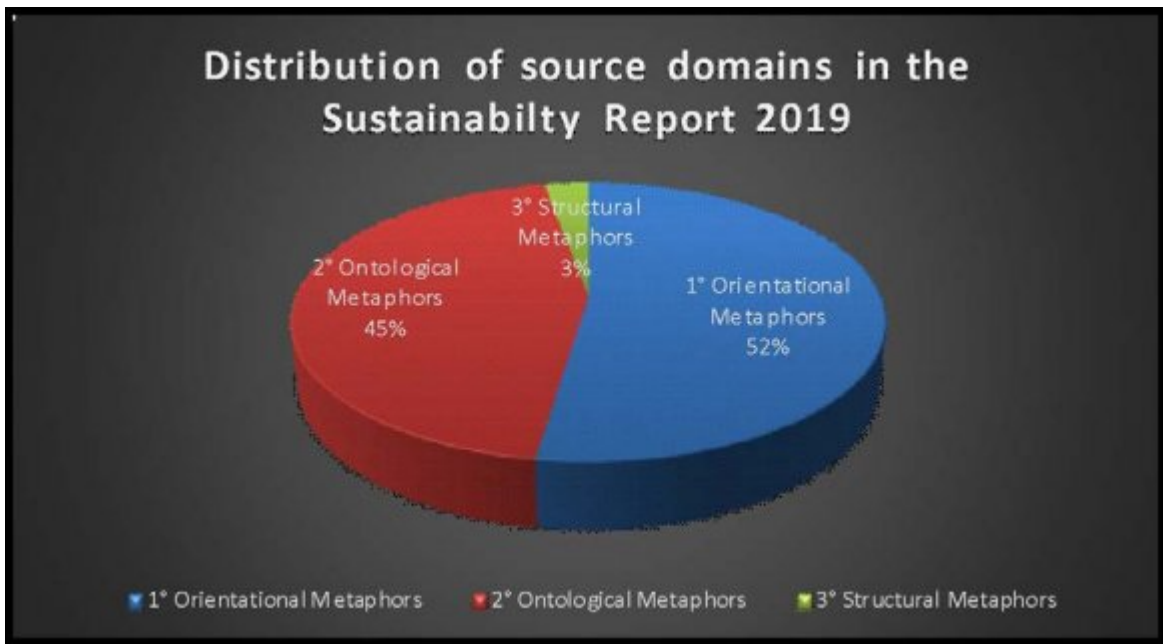


Figure 1: G

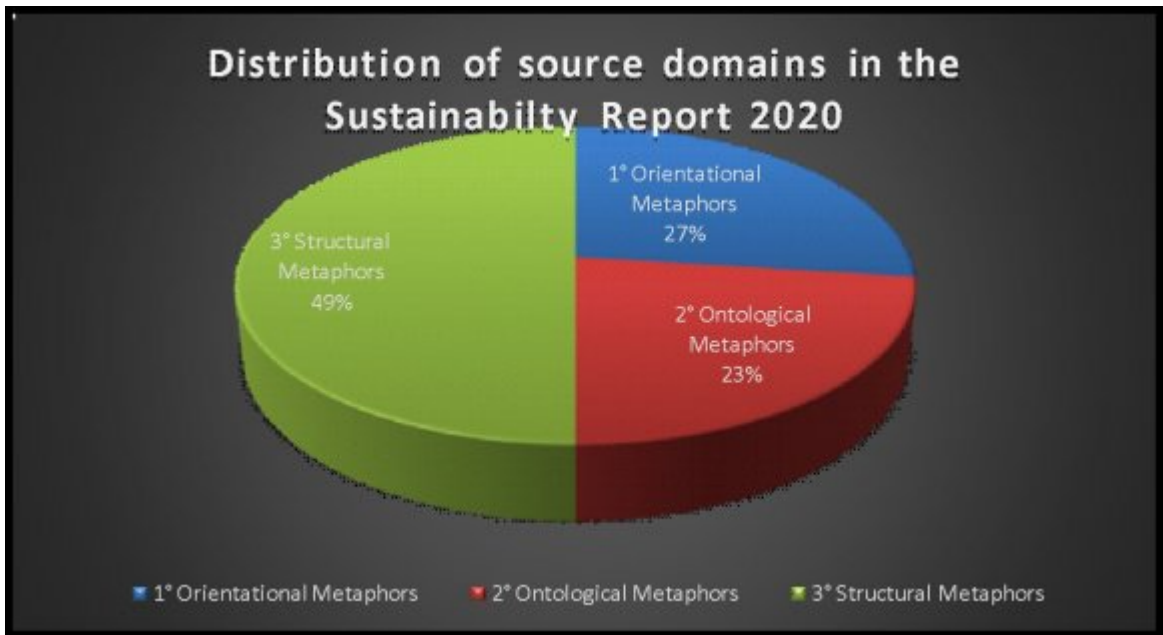


Figure 2:

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Global Journal of Human Social Science -

Source

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Domain

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Figure 3: Table 1 :

Figure 4:

7) We believe that our Sasb index is a positive step forward in further aligning our Edgard reporting (Sustainability Report 2020)

In Examples 6 and 7 above the metaphor (positive) "step forward" refers to a significant and progressive advance in aligning Chevron's reports with the ESG disclosure standards 1

8) We expect to spend about \$2 billion by 2028, on the road to delivering our 2028 performance metrics [...] to meeting [...] great challenges -eliminating poverty, creating prosperity for all and delivering the sustainable environment everyone desires. (Sustainability Report 2020)

(Sustainabilty Report 2020)

6) Chevron has taken steps forward to align its performance data table relative to the goals they had set for themselves.

Figure 5:

-
- 320 [Charteris-Black ()] *Corpus Approaches to Critical Metaphor Analysis*, J Charteris-Black .
321 10.1057/9780230000612. <https://doi.org/10.1057/9780230000612> 2004. New York: Palgrave
322 Macmillan.
- 323 [Coffey and Higgins ()] *Improving how sustainability reports drive change: s critical*, B Coffey , C Higgins . 2015.
- 324 [Bastardas-Boarda ()] 'Linguistic Sustainability and Language Ecology'. A Bastardas-Boarda . *X Linguapax*
325 *Congress on "Linguistic sustainability and peace*, 2005. p. . (Language & Ecology)