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**WHO IS GRETA THUNBERG?  
ECHOES OF THE WORLD CLIMATE DISCUSSION  
IN THE DISCOURSE OF  
MOROCCAN INDEPENDENT MEDIA**

The article is an attempt to present the response drawn in the Arabic independent media by the world discussion on the figure of the Swedish climate activist Greta Thunberg, Time magazine's Person of the Year for 2019. Using the tools for discourse analysis, the research focuses mainly on the way the activist's image is created in the context of the social role assumed by the Internet press media as news publishers, covering the plane of language, transmitting ideas and social interactions. Articles from the Moroccan Internet journal Hespress (for several years one of the most often visited website among the Moroccan e-community), come from the period from 27 September to 29 December 2019, were used as the research material.

Keywords: discourse analysis, Greta Thunberg, Moroccan media, Hespress, climate debate

**A PERSON, A NAME, OR PERHAPS SOMETHING MORE?  
BACKGROUND, TEXT CORPUS AND RESEARCH METHOD**

The figure of Greta Thunberg, born in Stockholm in 2003, a climate protection activist, Time magazine's Person of the Year for 2019 and nominee for the Nobel Peace Prize, has been stirring up much controversy in the world media in recent months. She has been accused of being manipulated and indoctrinated by her parents and criticized for her radicalism and immaturity (see i.a. Caldwell 2019, <https://www.nytimes.com/2019/08/02/opinion/climate-change-greta-thunberg.html>). As noticed by the blogger and commentator on political life Galopujący Major in an interview with Agnieszka Wiśniewska (Wiśniewska 2019, <https://krytykapolityczna.pl/kraj/prawica-ma-jezyk-lewica-dyskurs-galopujacy-major/>), in the Polish media discourse the name Thunberg has begun to function as a kind of "metaword" containing a number of separate meanings used by political players for their own purposes.

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This article is a brief analysis of the media discourse on the figure of Greta Thunberg appearing on in the Moroccan Internet journal Hespresse (<https://www.hespresse.com/>) and an attempt to answer the question whether the above-mentioned world discussion has drawn any response in the Arabic media, and if so, what this response is. The subject of the analysis is press news appearing in the Arabic-language information portal Hespresse.com. Articles from the archives of the Internet journal containing the name Thunberg come from the period from 27 September to 29 December 2019.

The independent portal [hespresse.com](https://www.hespresse.com/), established in 2007 in two language versions, Arabic and French,<sup>1</sup> in 2017 appeared among four Moroccan websites which for the first time found themselves at the top of a ranking of the most frequently visited websites (Examens De L'OCDE Sur La Gouvernance Publique 2019: 91). Since then, it has been continuously ranking highly there next to such websites as Google, Facebook, YouTube, Chouftv.ma and Moroccan sports website Kooora.com (Alexa Traffic Rank. Top Sites in Morocco. Retrieved from <https://www.alexa.com/topsites/countries/MA>), becoming one of the opinion-forming Internet media.

In the conducted considerations the discourse is perceived through van Dijk's approach (van Dijk 2001) as a negotiating process which functions on the levels of speech (use of language), communication (transmission of ideas) and cognitive processes (interaction in social situations). Taking discourse as a complex phenomenon whose meaning cannot be considered outside of socio-cultural contexts (Gajda 2005: 8; van Dijk 2001: 41; and others), the article begins with a brief presentation of Morocco's climate policy. Then, the analysis, in the lexical, morphological and syntactic layers, deals with the methods of linguistic image creation applied by the authors of press notes, which are used for building the meanings. The considerations focus on three basic perspectives on showing the character: Greta as supporting character, Greta as an activist icon, Greta and her opponents. The conclusions presented in the final part show the dynamics of the image development of the Swedish activist and raise the issues of the presence of Moroccan media in the global climate discourse, at the same time being an attempt at analysis of the role, potential intentions and pragmatic goals of the publisher of Hespresse.com as the sender of the message.

## OFFICIAL CLIMATE POLICY OF MOROCCO

Since the 1990s Morocco, which cooperates closely with its world strategic partners, has been strongly emphasising in the international arena its involvement in climate policy. The commitments taken at the Earth Summits in Rio de Janeiro (1992) and Johannesburg (2002) resulted in devising a strategy of sustainable development, which – as we can read on the official websites of the Ministry of Environment (<http://www.environnement.gov.ma/fr/strategies-et-programmes>) – focused on the 'balance between the environmental, economic and social dimensions'. The National Charter for Environment and Sustainable Development became its indicator, the guidelines of which were presented personally by the King of Morocco Mohammed VI in his speech on the occasion of Throne Day<sup>2</sup> on 30 July 2009,

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<sup>1</sup> For the subject of the language of the Moroccan media see among others Ennaji (2005).

<sup>2</sup> Annual public holiday in Morocco.

honouring the tenth anniversary of his enthronement. The strategy was included in sector reforms and became more specific, as we read further on, through a ‘number of national initiatives, that is energy policy, including energy efficiency, water saving, sustainable solid and liquid waste management and the national initiative of social development’.

As a part of those activities, among others the Moroccan Climate Plan (PCM) and the National System for Inventorying Greenhouse Gas Emission (SNIGES) were created, the Green Morocco Plan was launched in the agricultural sector<sup>3</sup>, and a strategy of waste processing was developed.

Morocco, according to official sources [<http://mapecology.ma/actualites/lexperience-maroc-matiere-de-protection-de-lenvironnement-mise-panama/>], ‘set itself the goal of meeting 52% of the demand for electric energy from clean energy by 2030’, initiating projects such as wind farms and solar power plants (including in particular “Noor I” and “Noor-Ouarzazate”), which would help reduce the emission of greenhouse gas by the intended 30%.

It is also worth noting that Morocco became one of the signatories of the Paris Agreement, and in October 2016 the United Nations Climate Change Conference was held in Marrakesh.

## A SECONDARY CHARACTER?

Among eight press releases from the electronic archives of Hespresse magazine where the figure of Greta Thunberg appears, six of them mention the activist’s name while relating or commenting on other events. Two of them, the oldest ones, are connected with the topic of climate strikes.

The article entitled *Children of the Kingdom call on Othmani* (Saadeddine Othmani, Prime Minister of Morocco since 2007 – author’s note) *to implement treaties and protect the climate* (أطفال المملكة يطالبون العثماني بتفعيل الاتفاقيات وحماية المناخ), (<https://www.hespress.com/sciences-nature/445634.html>) of 27 September 2019, signed with the name of a Hespresse correspondent (نورالدين إكجان) and concerning the participation of young Moroccans in the World Climate March in the capital city of Rabat, reads:

ورفع الأطفال الذي جاؤوا من مختلف مناطق المغرب، ضمن إطارات جمعوية قانونية، شعارات منددة بالوضع القائم، من قبيل: “البيئة لنا جميعا .. حافظوا عليها”، و“المناخ لنا جميعا .. حمايته تعيننا جميعا”، معلنين مساندتهم لـ“نداء الطفلة الدنماركية غريتا ثانبيرغ، التي كانت السباقة لمطالبة التلاميذ بالتظاهر من أجل البيئة”. وتندرج هذه التظاهرة ضمن حملة عالمية سميت بـ“تظاهرات يوم الجمعة من أجل المستقبل”، بقيادة طفلة دانماركية، تناشد حكومات مختلف بلدان العالم “ضرورة التدخل من أجل تخفيض درجة حرارة الأرض، والعمل على تحسين ظروف العيش على المستوى البيئي بالنسبة لجميع الأجيال اللاحقة”.

[Children who came from various regions of Morocco as a part of legal gatherings raised slogans condemning the status quo, such as: ‘The environment is for every one of us... Preserve it’ and ‘Climate is for every one of us... its protection concerns us all’, expressing their support for the ‘appeal of the Danish girl-child Greta Thunberg, who has been the forerunner calling on students to demonstrate for the environment’.

<sup>3</sup> Morocco is one of the countries which have banned genetically modified food.

Those demonstrations are a part of the global campaign under the slogan Fridays for Future, led by the Danish girl, which shows governments of different countries of the world ‘the need to act in order to decrease the temperature on the Earth and work to improve living conditions in the environmental sphere for all future generations’.]

And in a relation from the Casablanca demonstration, published on 28 September 2019 under the headline *Moroccans organise a protest march against the climate policy of the government* (مغاربة ينظمون مسيرة احتجاجية ضد السياسات المناخية للحكومة) (<https://www.hespress.com/sciences-nature/445668.html>) another Hesperess correspondent (مصطفى شاكري) writes:

يشار إلى أن مختلف الهيئات المدنية النشيطة في المجال البيئي نظمت مئات الوقفات الاحتجاجية في مختلف بقاع العالم، الجمعة، من أجل انتقاد السياسات الحكومية الدولية بشأن التغيرات المناخية، استجابة للنداء الذي وجهته الطفلة السويدية غريتا تونبرغ، بحيث وجهت تحذيرات إلى المنظومة الدولية بخصوص عواقب الاحتباس الحراري.

[It is worth noticing that various social movements of activists in the environmental (protection) field organised on Friday hundreds of vigils in different parts of the world to express criticism for the international policy on climate changes, in response to the appeal made by the young Swedish girl Greta Thunberg, in which she warned world authorities against the consequences of global warming.]

Both releases come from “Nature and Science” bulletin but they refer strictly to local news. They show little attention to biographic detail (Danish nationality is provided by mistake) and graphemic instability of anthroponym reflected in the inconsistent transcription of her name – Arabic تونبرغ or ثانبيرغ.

Apart from the information on her origin – which in this case is more informative rather than evaluative in character – both texts show lexical reference to the character’s young age when the Arabic lexeme طفلة is used – meaning ‘a child-girl’, ‘female person who is a child’ (see <https://www.almaany.com/ar/dict/ar-ar/%D8%B7%D9%81%D9%84%D8%A9/>). The appearance of the character of Thunberg requires additional explanation each time, which is realized at the syntactic level by the use of subordinate clauses. The figure of Greta is, however, defined most of all by showing her leadership role in the organisation of the climate strike. She is primarily a reference point for the actions of local activists, and includes them in the course of international events.

In slightly later world news, the name Thunberg appears again in the context of her pro-climate activity. In a comment on the election in Switzerland *The Greens make historic gains in the Swiss election* (الْخضِر يَحْقِقُونَ مَكَاسِبَ تَارِيخِيَّةٍ فِي انْتِخَابَاتِ سُوَيْسِرَا) (<https://www.hespress.com/international/447925.html>) of 21 October 2019, Hesperess cites the AFP Agency:

وكان معهد “سوتومو” قد توقع انتشار “موجة خضراء” في سويسرا حيث تلقى نداءات الناشطة لحماية البيئة غريتا تونبرغ صدى إذ شارك عشرات الآلاف في “إضرابات المناخ”. وكان عددهم مئة ألف في برن في نهاية سبتمبر الماضي.

[Sotomo Institute (Institute of geography and statistics in Zurich – author’s note) predicted that the ‘green wave’ would spread in Switzerland, when the appeals of the environmental protection activist Greta Thunberg evoked a response, and tens of thousands participated in ‘climate strikes’. Towards the end of September their number in Bern was 100,000.]

In the article “*The Nobel season*” is about to begin... Famous prize honours spectacular events (أحداثا غير اعتيادية) “تطلق .. جائزة مألوفة “تكافي” أحداثا غير اعتيادية) <https://www.hespress.com/sciences-nature/446248.html>) of 5 October 2019, the Maghreb Arab Presse Agency reports:

وخلال هذه السنة، تلقت لجنة نوبل النرويجية 301 ترشيح، بما في ذلك ترشيح الناشطة المناخية السويدية الشابة غريتا ثونبرغ، ورئيس الوزراء الإثيوبي أبي أحمد، الذي صنع السلام مع العدو اللدود إريتريا، إضافة إلى منظمات غير حكومية مثل مراسلون بلا حدود ولجنة حماية الصحفيين.

[This year, the Norwegian Nobel Committee received 301 nominations, including the candidacy of the young Swedish climate activist Greta Thunberg and the Prime Minister of Ethiopia Abiy Ahmed who concluded peace with the enemy Eritrea, as well as non-governmental organisations such as Reporters Without Borders and The Committee to Protect Journalists.]

This time Thunberg is already directly referred to as ‘activist’ الناشطة، a lexeme showing special involvement in the social movement. Both releases are informative in nature, and the figure of Thunberg appears in the reporter’s format for presenting facts. However, in an article of 28 September 2019 on the climate strike entitled *Great demonstration of support for the climate goes along the streets of Montreal* (تظاهرة ضخمة لدعم المناخ تجوب شوارع مونتريال) <https://www.hespress.com/international/445680.html>), which cites the news of the AFP Agency, Greta Thunberg is already the main character. The introductory paragraph already presents the figure of the activist:

نظمت تظاهرة ضخمة في مونتريال الجمعة بحضور الناشطة البيئية السويدية غريتا ثونبرغ، في إطار “إضراب عالمي من أجل المناخ” بمشاركة آلاف الأشخاص.

[On Friday, in Montreal, in the presence of the Swedish environmental activist Greta Thunberg, a mass demonstration was organised as a part of the ‘global climate strike’ with the participation of thousands of people.]

A subsequent paragraph reads:

وقالت الشابة ثونبرغ، التي باتت رمز النضال من أجل التحرك السياسي لمواجهة الاحتباس الحراري: “نحن نغير العالم”، وأضافت أمام الحشد الذي ضم العديد من الشباب: “يبلغ عددنا 500 ألف شخص على الأقل”.. وزادت: “يمكنكم أن تعتزوا بأنفسكم”.

[Young Thunberg, who became a symbol of political struggle for counteracting global warming, said: ‘We are changing the world’, and then she added towards the crowd of young people: ‘We’re at least 500,000 here today – you should be very proud of yourself’, she continued.]

After brief information on the participants in the demonstration from which we learn that:

وحسب المنظمين فإن التظاهرة ضمت حوالي نصف مليون شخص، وهو عدد لم تشهده يوما كيبك؛ وهي واحدة من أضخم التظاهرات التي تنظم في كندا. ولم تعط الشرطة أرقاما رسمية لكنها تحدثت عن “تعبئة تاريخية” جرت بدون حوادث تذكر.

[According to organisers, approximately half a million people took part in the demonstration; it is a number Quebec has never seen before; it is one of the largest demonstrations ever organised in Canada. The police provided no official data, but talked about the ‘historical mobilisation’, which took place with no incidents.]

the name of Thunberg appears again:

وتابعت تونبرغ: "نحن لسنا في المدرسة اليوم، وأنتم لستم في العمل اليوم، لأن هناك ضرورة ملحة، ولن نبقي مكتوفي الأيدي؛ وذلك بعد أيام على خطابها المدوي "كيف تجرؤون؟"، الذي أطلقته أمام رؤساء الدول والحكومات في الأمم المتحدة؛ كما قالت: "هذا الأسبوع اجتمع قادة العالم أجمع في نيويورك.. خيبوا آمالنا مرة جديدة بخطاباتهم الفارغة وخططهم غير الكافية"، مشيرة إلى قمة الأمم المتحدة حول المناخ في مطلع الأسبوع في نيويورك.

وتابعت الناشطة ذاتها: "نحن التغيير، والتغيير أت"، وكررت القول إنها "واجب أخلاقي مواصلة المعركة من أجل الكرة الأرضية ومن أجل مستقبلنا".

وفيما تجري حملات انتخابية في كندا، اختلط رئيس الوزراء جاستن ترودو بين الحشود بعدما أعلن إجراءات جديدة من أجل البيئة كما يفعل بشكل شبه يومي منذ بداية الأسبوع؛ وكان التقى الجمعة الناشطة السويدية.

[Thunberg said: 'We are not at school today and you are not at work, as there is an urgency and we will not stand idly', and this was a couple of days after her famous 'How dare you?' speech, which she delivered to the heads of states and governments in the UN; She said: 'This week, world leaders gathered in New York... They disappointed us once again with their empty words and insufficient plans', referring to the UN Climate Change Summit during the weekend in New York. The activist then added: 'We are a wave of change and the change is coming', repeating that 'our moral obligation was to continue fighting for our planet and our future'.]

Similarly to the previous releases, Greta is described as a "Swedish environmental activist"; she is, however, for the first time called directly a "symbol of political struggle". In the initial part of the article the figure of Greta comes to the fore, definitely dominating the facts which directly document the title event. Her presence lends significance to the event. At the same time, the facts described in the linguistic aspect in quantitative expressions as well as using evaluative adjectives ('laud', 'historical') build Greta's position. Greta's image is seen from the angle of the description of the consequences of her actions and the scale of their influence. Most of all, however, the figure is defined by her own statements, which are quoted in the text (direct speech). Greta poses in them as a participant in a mass movement, one of many people connected by a common idea, which can be seen in the use of the first person plural form of verbs and pronouns (we are, our). The rightness of her actions is reinforced by the words of support expressed by one of the participants in the march:

"أنا أو من فعليا يتحرك غريتا، إنها تقوم بأمر جميلة ويمكنها تشجيع الأطراف السياسية، وخصوصا في فترة الانتخابات، على التحرك من أجل مواجهة التغير المناخي".

[I really believe in Greta's movement. She does beautiful things and can encourage political parties, particularly in the election period, to act in order to counteract climate change.]

## ICON OF THE CLIMATE

Greta's figure explicitly creates the feature written based on the article of the D.P.A. agency of 29 December 2019. The headline itself is already a declaration of the authors' views: *Icon of the climate Greta Thunberg... A student drives the locomotive of rescue for the planet Earth* (أيقونة المناخ "غريتا تونبرغ" .. تلميذة تقود قاطرة إنقاذ كوكب الأرض) <https://www.hespress.com/>

sciences-nature/454681.html). The borrowing “icon” (ar. أيقونة), which connotes the western system of values, seems to be not without meaning here.

The introduction reads:

بينما كانت حركة مكافحة تغير المناخ تتنامى ببطء في ألمانيا، كانت هناك فتاة سويدية تقضي 32 ساعة في قطار لتعود إلى وطنها. فيعد ثلاثة أسابيع فقط من عيد ميلادها السادس عشر، أخذت غريتا تونبرغ بزمام القيادة السياسية والتجارية العالمية لتقوم بمهمة في “دافوس”.  
وقالت تونبرغ للمنتدى الاقتصادي العالمي: “أريدكم أن تعملوا كما لو كنتم في أزمة، أريدكم أن تعملوا كما لو كان حريقاً مشتعلًا في منزلنا.. لأن الأمر كذلك”، وتصدرت كلماتها عناوين الأخبار الرئيسية في مختلف أنحاء العالم.

[While the struggle against climate change is slowly developing in Germany, the Swedish girl spends 32 hours on a train in order to return to her homeland.

Just three weeks after her sixteenth birthday, Greta Thunberg took over world political and commercial leadership to undertake her mission in Davos.

Thunberg told the World Economic Forum: ‘I want you to act as you would in a crisis. I want you to act as if you would in a crisis. I want you to act as if the house was on fire... because it is.’ Her words hit the headlines around the world.]

Again, we find a reference to the activist’s young age, which this time is combined with a description of her achievements, expanding on the title phrase (student driving a locomotive). Thunberg now appears as more mature through the use of the Arabic lexeme ‘فتاة، young woman’ (see <https://www.almaany.com/ar/dict/ar-ar/%D9%81%D8%AA%D8%A7%D8%A9/>), consistent in her actions, a fighter for climate affairs who speaks freely with her own voice. The leader’s image is emphasised by expressions marked with political stylistics (take over world leadership, mission). The process of the development of Greta’s personality is built on the level of text composition by two juxtaposed paragraphs, based on the opposition of the past and the present:

كان ذلك في يناير 2019 ، وحدثت كثير من الأمور منذ ذلك الحين. وقد تغيرت الطريقة التي يجري بها النقاش حول تغير المناخ في موطن تونبرغ، السويد، وعبر أوروبا وحتى في أماكن أبعد من ذلك. وقد لعبت الفتاة البالغة من العمر 16 عاما دورا رئيسيا فيما بدأ بـ “الإضراب المدرسي من أجل المناخ”.  
والآن، عندما شاركت في مظاهرة بقمة المناخ التابعة للأمم المتحدة في مدريد، احتاجت إلى أمن لحمايتها من حشود الفضوليين ومن يطمنون لها الخير. إن تونبرغ ظاهرة عالمية.

[It was in January 2019, and there was a lot that happened since then. The way in which the climate debate goes on has changed, in Thunberg’s homeland, in Sweden, throughout Europe and even further away. A sixteen-year old girl has played a leading role in what began as a ‘school strike for the climate’.

Now, when she participated in the protest in the UN Climate Change Summit in Madrid, she needs a guarantee of protection from curious crowds and those who wish her well. Because Thunberg is a true global phenomenon.]

The contrast is accentuated by the opposition of the Arabic adjectives عالمي and المدرسي (‘school’ and ‘global’). The process of development is also highlighted by the numerical selection of data:

وأصبحت مظاهرات "أيام الجمعة من أجل المستقبل" حدثًا منتظمًا في العديد من المدن حول العالم. وقد انطلقت في البداية بمشاركة مئات الأشخاص ثم لاحقًا بمشاركة الآلاف. وفي 20 سبتمبر، كان هناك 1,4 مليون شخص في الشوارع بألمانيا فقط.

[The Fridays for the Future manifestations became a regular event in many cities around the world. They started with the participation of hundreds of people, which later became thousands. On 20 September there were 1.4 million people on the streets of Germany alone.]

The significance of those actions is emphasised by the description of the reactions of world politicians and international institutions:

واعترفت ميركل صراحة بأن المظاهرات كان لها أثر على سياسة إنقاذ المناخ. وبينما يشعر الكثيرون أن الإجراءات الألمانية لم تذهب بعيدا بما يكفي، إلا أنه كان هناك القليل منهم في بداية العام ممن كانوا يعتقدون أنها كانت ستؤخذ على الإطلاق. لقد انتقل المناخ إلى مركز الصدارة. وتخطط الرئيسة الجديدة للمفوضية الأوروبية، أورسولا فون دير لاين، لجعله محور نشاط الاتحاد الأوروبي في السنوات المقبلة.

[Merkel admitted openly that the demonstrations had affected the policy of climate protection. Despite the fact that many think that German actions have not gone far enough, at the beginning of the year, there were few who believed that they would be undertaken at all. The climate came to the centre of attention. The new President of the European Commission, Ursula von der Leyen, plans to make it the centre of activity of the European Union in the years to come.]

description of support shown by the world famous:

وعبرت غريتا تونبرغ الأطلسي بسفينة شراعية للمجيء إلى الولايات المتحدة ثم وصلت إلى مونتريال من نيويورك مستخدمة سيارة كهربائية وضعها في تصرفها الممثل الأمريكي ارنولد شوارزينغر.

[Greta Thunberg crossed the Atlantic on a sailing ship to reach the United States, and then she came to Montreal from New York using an electric car which was left at her disposal by the American actor Arnold Schwarzenegger.]

citing scientific authorities:

كل هذا يحدث في الوقت الذي يحذر فيه علماء المناخ من أن العمل كالمعتاد سيؤدي إلى زيادة درجة حرارة العالم بمقدار 4 درجات مئوية بحلول نهاية القرن – ومن ثم حدوث كارثة.

[All that is happening while climatologists keep warning that, as usual, business will have increased the global temperature by 4°C by the end of the century, leading then to a disaster.]

and providing data:

ولا يزال صحيحًا أن انبعاثات ثاني أكسيد الكربون الناتجة عن حرق الوقود الأحفوري قد ارتفعت خلال العام الماضي، وأن هناك محطات جديدة لتوليد الطاقة بالفحم لا تزال قيد الإنشاء والتخطيط وأن النمو الاقتصادي في الصين والهند يؤدي إلى ارتفاع الانبعاثات.

[It remains true that carbon dioxide emissions from burning fossil fuels increased in the last year, that new coal-fired power stations are still being built and planned, and that the economic growth in China and India leads to higher emissions.]



Thunberg's image is completed by paraphrases of her statements:

(...) فقد شددت على أنه يتعين خفض انبعاثات الغازات الدفيئة (المسببة لظاهرة الاحتباس الحراري) بشكل حاد في 2020. وقالت إن 2020 يعد عاما رئيسيا.

[...] she emphasised that emissions of greenhouse gases (which cause global warming) should be reduced significantly in 2020. She said that 2020 would be a crucial year.]

This time, they are not limited only to the description and assessment of facts, but they are also in the character of forecasts or even recommendations.

The article adds point to another contrasting juxtaposition of present and future facts, linking the whole text.

وستحتفل تونبرغ بعيد ميلادها السابع عشر في 3 يناير المقبل، وفي 20 غشت 2020 سيكون قد مر عامين على أول احتجاج قامت به بمفردها خارج البرلمان السويدي.

ولكن قبل أيام من ذلك، وفي 17 غشت، تنتهي العطلات المدرسية في ستوكهولم. وبعد قضاء إجازة لمدة عام من دراستها، حيث أبحرت خلالها في المحيط الأطلسي في كلا الاتجاهين، وفازت بجائزة نوبل البديلة، وأطلقت حركة احتجاج عالمية وحصلت على لقب شخصية العام بمجلة "تايم" الأمريكية، من المقرر أن تعود تونبرغ إلى المدرسة.

[Thunberg will celebrate her seventeenth birthday on January 3, and on September 20, 2020, two years will have passed since she protested in front of the Swedish parliament for the first time.

But a couple of days earlier, on August 17, summer vacation will have come to an end in Stockholm. After her one-year break from school, during which she crossed the Atlantic Ocean in both directions, almost won a Nobel prize, started a global protest movement, and was named the Person of the Year by the United States news magazine Time, Thunberg decided to go back to school.]

## GRETA AND HER OPPONENTS

Naming Greta Thunberg a "symbol of political struggle", as cited above, does not only place her in the role of a "fighter for a cause" – the word "struggle" suggests the presence of opponents.

In the article discussed entitled *Great demonstration of support for the climate goes along the streets of Montreal* (<https://www.hespress.com/international/445680.html>) representatives of the governmental circles of Canada, who are criticised by Thunberg, appear as her opponents.

وفيما تجري حملات انتخابية في كندا، اختلط رئيس الوزراء جاستن ترودو بين الحشود بعدما أعلن إجراءات جديدة من أجل البيئة كما يفعل بشكل شبه يومي منذ بداية الأسبوع؛ وكان التقى الجمعة الناشطة السويدية. لكن هذا اللقاء لم يردع غريتا تونبرغ (16 عاما) عن انتقاد السياسة البيئية لرئيس الوزراء الكندي، وقالت في تصريح صحافي قبل التظاهرة إن ترودو "لم يبذل جهودا كافية" من أجل الكرة الأرضية.

[As the manifestations take place in Canada, Prime Minister Justin Trudeau mingled with the crowd after he announced new actions for the environment, as he did almost since the beginning of the week. He met with the Swedish activist on Friday.

The meeting, however, has not discouraged Greta Thunberg (16 years old) from criticising the environmental policy of the Canadian Prime Minister, and in the press statement before the demonstration she said that Trudeau 'had not made enough effort' for the planet.]

The activist's statement is a counterpoint to the description of ostensible actions of the government:

وقالت الشابة لوكالة فرانس برس: "إننا هنا من أجل مستقبلنا، ولكي نظهر لحكومتنا أننا نشكل غالبية تريد القيام بشيء ما".

[The young woman told AFP: 'We are here for our future and to show our government that we are a majority who wants to do something'.]

A reference to Greta's direct confrontation with her opponent can be found in a press release of December 13, 2019 (<https://www.hespress.com/varieties/453165.html>), which describes Thunberg's reaction to a post the President of the United States addressed to her.

سخر الرئيس الأمريكي دونالد ترامب من اختيار مجلة "تايم" الأمريكية الناشطة السويدية في مجال المناخ غريتا ثونبرغ (16 سنة) كشخصية العام. وقال ترامب على تويتر "أمر سخيف للغاية"، مضيفا أنه "يتعين على غريتا أن تعمل على حل مشكلتها بشأن كيفية إدارة حالة الغضب والإحباط لديها، ثم الذهاب لمشاهدة فيلم جيد من الطراز القديم مع صديق!! غريتا باردة، باردة!". وردت ثونبرغ على تغريدة ترامب بتغيير ماهر لصورتها الشخصية على تويتر من أجل أن تقول إنها "شابة تعمل على حل مشكلتها بشأن إدارة حالة الغضب. وأنها ترتجف بردا حاليا وتشاهد فيلما جيدا من الطراز القديم مع صديق".

[The president of the USA Donald Trump mocked the fact that the climate activist Greta Thunberg (16 years old) was chosen the Person of the Year by the United States news magazine Time.

'So ridiculous,' Trump tweeted, adding that 'Greta must work on her anger management problem, then go to a good old fashioned movie with a friend! Chill Greta, Chill!'

Thunberg responded to Trump's tweet by changing cleverly her Twitter profile to say that she was 'a teenager working on her anger management problem. Currently chilling and watching a good old fashioned movie with a friend.']

The way the facts presented are interpreted is clearly indicated by the adverb "cleverly" in describing the activist's response.

The rise of controversies around the figure of Thunberg is noted by the authors of the feature *Icon of climate* (<https://www.hespress.com/sciences-nature/454681.html>).

والجميع الآن يعرف وجه الفتاة السويدية، وهي تعد نجمة بالنسبة لملايين الأشخاص، بينما يرى آخرون مطالبتها ضربا من الجنون. وتتسبب ثونبرغ في حالة من الاستقطاب، فبينما تلقى ثناء من أشخاص متنوعين ما بين الرئيس الأمريكي السابق باراك أوباما والمستشارة الألمانية أنجيلا ميركل والبابا فرنسيس وليوناردو دي كابريو وأرنولد شوارزنيجر، فإنها لا تحظى بدعم الرئيس الأمريكي دونالد ترامب الذي شكك مرارا فيما إذا كان تغير المناخ حتى يعتبر أمرا حقيقيا، وإذا ما كان قد تسبب فيه البشر إذا كان الأمر حقيقيا بالفعل.

[Everyone knows now the face of the Swedish girl who is a star for millions of people, whereas others perceive her demands as madness.

Thunberg causes a dissonance. Despite being praised by many, among others the former president of the USA Barack Obama, German Chancellor Angela Merkel, Pope Francis, Leonardo DiCaprio and Arnold Schwarzenegger, she has no support from the President of the USA Donald Trump, who repeatedly questioned whether climate change could be regarded as real, and if so, if it in fact had been caused by people.]

A clear answer from Thunberg herself is provided in one of the articles quoted above:

وردا على سؤال حول الانتقادات التي تتعرض لها، قالت الناشطة غريتا إنها تعتبرها "مديحا".

[Answering the question of the criticism, the activist Greta Thunberg said that she considered it 'flattery'.]

There is a humorous allusion in the feature *From Rome to Bangkok... flight with the Vatican Pope* (رحلة جوية مع بابا الفاتيكان) من روما إلى بانكوك .. <https://www.hespress.com/international/454687.html>, a relation from Pope Francis' trip published on 28 December 2019, signed with the name of a correspondent from Italy. The following fragment can be found as the punchline for the description of the procedures of papal flights:

في العام الجديد، يخطط البابا لرحلات بعيدة، إلى جنوب السودان والعراق وإندونيسيا. من المشكوك فيه أن يتوجه إلى هذه البلاد على متن سفينة مثلما تفعل أيقونة مكافحة تغير المناخ، الناشطة السويدية الشابة غريتا تونبرغ.

[In the new year, the Pope is planning distant journeys to South Sudan, Iraq and Indonesia. He is not likely to go to those countries by ship, like the icon of the struggle against climate change, the young Swedish activist Greta Thunberg.]

The name Thunberg becomes an element of an implicature of a kind, which requires the knowledge of the current social context in order to be interpreted correctly.

## CONCLUSIONS

The image of Thunberg is evolving dynamically along with changing social circumstances and her growing role in the international arena – from the 'Swedish girl', an organiser of the school strike, through the 'activist' of the climate movement up to 'global icon'. A reflection of the changes in the character presentation are linguistic devices, such as the appearance of nouns denoting the subsequent stages of physical, mental and social development, more frequent use of marked adjectives, the appearance of the Thunberg person first in the rheme and then in the theme of the speech (which also translates into sentence syntax). The surname 'Thunberg' – initially requiring some explanation, begins to function as a known one, and reference to biographical facts which are not explicitly indicated does not disturb the transparency of the text. The character image change is influenced not only by the language of the press releases, but also by their form – from short notes to extended columns with their diverse narrative form.

The name of Greta Thunberg appears in the Internet Moroccan journal Hesperess, both in original articles, signed with the names of magazine correspondents, as well as in news based on the accounts of world news agencies. The discourse of Hesperess reproduces the common context of the news appearing on Greta Thunberg, associating her name with activity for climate protection. The Hesperess discourse is somehow a cliché of Western media rhetoric, but in only one of its aspects.

On the international scene, Greta's figure is depicted in the positive convention of support for the activist's actions, both through her direct description, as well as reference to the views she propagates. What draws attention in Greta's image is her young age, which contrasts with her mature views, courageous statements, consistent actions and significance of her achievements. Examples of context judgement (description of facts, quoted statements) constitute an inherent element of image creation. The echoes of the controversies aroused in the world discussion appear most of all in the reporting convention, informing third parties of facts and views. Here again it is clear that the authors definitely favour the activist both directly, which is mainly visible in the lexical aspect, when marked expressions are used, and indirectly, which shows among others in text composition when the actions and statements of Greta and her opponents are contrasted.

In the context of local news, Greta's figure motivates events, authorising in a way the actions of activists.

The texts presented in Hesperess seem to be not only informative but most of all intentional in nature. And it is not merely about promoting the idea of environmental protection, an idea that fits into the image of modern society (see 'Correlation Function of Mass Media', McQuail 1994: 79). We can expect that such an explicit presentation of the activist's image suits the speaker's role of an independent source of information, which is sensitive to current social dilemmas and, most of all, opposes the broadly defined "system". This could of course raise questions about the condition of the independent press in Arab countries.

In the report on media freedom in Morocco *Les Médias En Ligne Au Maroc Et Le Journalisme Citoyen: Analyse Des Principales Limites À Un Environnement Favorable* (2017: 12) Jesús García Luengos and Laurence Thieux note that some online media 'like Lakome 2, Le Desk, Badil or even Hesperess', are considered by several experts as "independent", while others state they are actually not.

In reality, these press articles with definite "educational implications", despite containing elements of criticism of power, do not conflict with official government policy. The criticism of power is basically a critique of global mechanisms, and not criticism of the rulers of the country. It indicates global problems affecting developed and developing countries and makes them aware of the need to solve them quickly. Official state policy also goes in this direction.

Interestingly, the comments of Internet users placed under one of the articles show a more polarised assessment of the figure of Greta, suggesting – similarly to the main trends in the world criticism – that she has been manipulated, or accusing the activist of pursuing a career. The assessment of the public and analysis of feedback remains, however, an issue for further research.

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Protection de l'environnement: l'expérience du Maroc présentée au Panama.

#### KIM JEST GRETA THUNBERG – ECHA ŚWIATOWEJ DYSKUSJI KLIMATYCZNEJ W DYSKURSIE MAROKAŃSKICH MEDIÓW NIEZALEŻNYCH

Artykuł jest próbą ukazania oddźwięku, jaki w arabskich mediach niezależnych wywołuje światowa dyskusja wokół postaci szwedzkiej działaczki na rzecz klimatu Greta Thunberg, zdobywczyni tytułu Człowieka Roku 2019 tygodnika „Time”. Wykorzystując narzędzia analizy dyskursu, badania koncentrują się głównie wokół sposobu kreowania wizerunku aktywistki w kontekście roli społecznej, jaką przyjmują internetowe media prasowe jako nadawca wiadomości, obejmując płaszczyznę językową, przekazywania idei i społecznych interakcji. Przedmiotem analizy są wiadomości prasowe pojawiające się na arabskojęzycznych stronach marokańskiego portalu informacyjnego Hespress (od kilku lat znajdującego się w czołówce najczęściej odwiedzanych przez marokańską społeczność internetową stron www), zamykające się w okresie od 27 września do 29 grudnia 2019 roku.

Słowa kluczowe: analiza dyskursu, Greta Thunberg, media marokańskie, Hespress, dyskusja klimatyczna

Zgłoszenie artykułu: 31.01.2020

Recenzje: 14.05.2020

Rewizja: 21.06.2020

Akceptacja: 21.06.2020

Publikacja on-line: 30.06.2020