https://doi.org/10.46991/FLHE.2026.30.2.057

THE ECOLOGICAL FOOTPRINT OF ARTIFICIAL INTELLIGENCE: AN ECOLINGUISTIC ANALYSIS OF MEDIA MULTIMODALITY AND POLITICAL RHETORIC

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Abstract: *Rapid technological advancement, particularly the rapid proliferation of Artificial Intelligence (AI) infrastructure, creates a profound paradox: while offering advanced monitoring tools for planetary conservation, its massive energy and water demands exacerbate systemic ecological crises. This study examines how eco-discourse and multimodal media shape public risk perception and political governance surrounding AI's environmental footprint. Utilizing an ecolinguistic framework, we analyze media representations, investigative journalism, corporate messaging, and recent political rhetoric—focusing on executive policy shifts toward technological acceleration versus environmental regulation. The analysis demonstrates how language and visual semiotics either illuminate tangible ecological costs (such as data center resource depletion and ambient noise pollution) or obscure them through strategic euphemisms and greenwashing. Ultimately, the paper highlights the critical role of transparent public discourse in translating complex, abstract environmental data into urgent, actionable civic awareness and sustainable AI governance.*

Keywords: *Artificial Intelligence footprint, eco-discourse, ecolinguistics, political rhetoric, multimodal media, environmental campaigns, greenwashing*

Introduction

The rapid proliferation of Artificial Intelligence (AI) across scientific, industrial, and daily applications represents one of the most transformative developments of the twenty-first century. From predictive healthcare to complex algorithmic modelling, machine learning systems have fundamentally altered how society

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Received: 30/09/2026
Revised: 24/10/2026
Accepted: 07/11/2026

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processes information and governs public infrastructure. In environmental management, AI is frequently framed as a digital panacea. By leveraging high-resolution satellite imagery, real-time data analytics, and predictive modelling, advanced AI models enable conservationists and policymakers to monitor deforestation, track methane emissions, and manage natural resources with unprecedented accuracy (Chakraborty et al., 2025; UNEP, 2025). Yet, this computational capability conceals a profound material paradox. The physical infrastructure required to train and maintain generative models and hyperscale systems imposes an unprecedented strain on global ecosystems. Data centres are industrial-scale facilities reliant on massive electricity grids, intensive freshwater usage for evaporative cooling, rare mineral extraction, and short-lifecycle hardware components that drive rising e-waste volumes (Reitmeier & Sylvan, 2025). Rather than existing in an abstract, disembodied cloud, AI infrastructure exerts concrete, localized pressures on physical environments—manifesting in degraded watersheds, fossil-fuel carbon emissions, and ambient noise pollution in adjacent residential communities.

Navigating this tension between technological capability and ecological degradation relies heavily on public and political discourse. As environmental crises become increasingly urgent, the language used by news media, corporate actors, and political figures dictates how society perceives the true costs of digital expansion. Public discourse transforms complex, statistically abstract projections of planetary systems into accessible, high-salience social narratives. However, linguistic choices can also obscure physical harms; vague sustainability buzzwords, euphemisms, and greenwashing often mask systemic resource consumption behind promises of innovation and economic growth.

Hence, this paper investigates the dialectical interplay between multimodal media representations, political rhetoric, and public risk perception regarding AI's environmental footprint. Utilizing an ecolinguistic framework (Stibbe, 2015), we examine how media artifacts, investigative journalism, corporate messaging, and recent legislative shifts construct, communicate, or reframe environmental urgency. Specifically, we analyse the material reality (the tangible environmental impacts of AI data centres, including carbon emissions, local watershed depletion, and physical noise pollution); ecolinguistic and multimodal framing (how news outlets, activists, and corporate messaging deploy linguistic markers, metaphors, and visual modes either to reveal environmental costs or to greenwash resource exploitation); political rhetoric and policy shifts **(**the ideological transformation of political vocabulary, exemplified by recent federal policy shifts where risk-mitigation terms, e.g. *guardrails, safety protocols*, are replaced by narratives of industrial

dominance, speed, and regulatory rollback) and broadcast and whistleblower discourse (the role of mass media platforms in translating insider warnings into urgent sociopolitical narratives surrounding systemic and existential technology risks).

By tracing the linguistic and semiotic mechanisms that shape public awareness, this study aims to clarify how transparent discourse can move society past marketing euphemisms toward accountable, sustainable AI governance.

The Dual Face of AI: Computational Promise vs. Environmental Reality

While machine learning frameworks demonstrate utility in tracking carbon footprints and modeling climate resilience, the physical execution of advanced computation exacts a heavy toll on natural systems. The operational demands of modern AI architectures, spanning hyperscale training runs, continuous inference queries, and hardware manufacturing, generate immediate ecological strains across energy grids, local watersheds, and surrounding communities.

Hyperscale data centers require continuous, high-density power loads to operate server racks and internal cooling systems. To maintain uptime, facilities are frequently sited near regions with established grid connections, which often rely on fossil-fuel energy sources. This sustained power draw increases regional carbon emissions, contributing directly to atmospheric greenhouse gas accumulation and associated public health risks, such as elevated rates of respiratory illness in neighboring populations (Girolimon, 2026). In response to grid capacity constraints, tech conglomerates have begun exploring alternative power strategies, including dedicated nuclear power contracts, though critics point out that small modular reactors carry ongoing regulatory and toxic waste disposal challenges rather than presenting a seamless ecological solution (DW News, 2025).

The computational intensity of generative models introduces significant water demands compared to traditional retrieval systems. Generating dynamic outputs heats high-performance graphics processing units (GPUs), requiring continuous thermal regulation. Data center cooling infrastructures consume millions of gallons of freshwater daily, often drawing directly from local municipal supplies or groundwater reserves. Current estimates project global data center water abstraction to reach 4.2–6.6 billion cubic meters by 2027 (DW News, 2025). In drought-stricken regions activists and local communities report that industrial water diversion for facility cooling directly competes with agricultural irrigation and municipal residential needs, converting localized water scarcity into a driver of socioeconomic displacement.

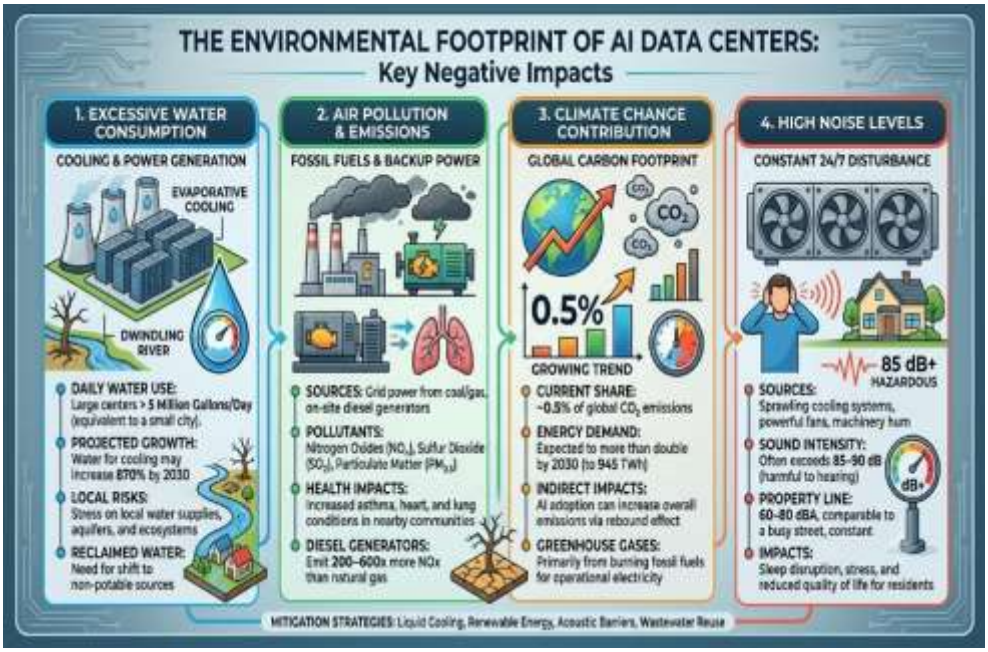

Figure 1. Key Negative Impacts

The physical lifecycle of AI hardware introduces further material burdens:

- Resource Extraction and E-Waste: Producing advanced semiconductor chips requires extensive mining for silicon, gold, aluminum, and rare metals—a process linked to deforestation and heavy metal contamination. Because hardware iterations quickly become obsolete (often within 3 to 4 years), discarded components contribute to escalating global electronic waste streams, with low rates of circular recycling (Reitmeier & Sylvan, 2025).
- Acoustic Pollution: Beyond resource depletion, neighboring residential communities face persistent, low-frequency ambient noise from industrial cooling fans and exhaust vents operating 24/7. In residential areas surrounding major data center hubs, residents report structural vibrations and continuous noise levels that induce severe sleep disruption, anxiety, and cardiovascular stress (Business Insider, 2025).

To bridge these physical impacts with public perception, media coverage and public discourse play a crucial role in framing technical metrics into visible, actionable realities, translating abstract operational stats (such as *169 liters per second*) into tangible visual metaphors like *nine Olympic-sized swimming pools per day*.

Ecolinguistics and ideological framing

It is impossible to make persuasive and credible claims without deliberate choices in linguistic strategy, media platforms, and modes of representation. Eco-discourse and the semiotics of environmental campaigns directly shape how digital infrastructure and hardware resources are consumed and governed. Pioneered by scholars such as Arran Stibbe (2015), ecolinguistics examines how language shapes human interactions with the natural world. Applied to artificial intelligence, an ecolinguistic lens evaluates whether public discourse, corporate messaging, and algorithmic frameworks reinforce ecologically sustainable mindsets or perpetuate destructive ones.

Language is frequently deployed to prioritize infinite economic growth and high-tech innovation, marginalizing non-human species, local land management, and the extractive realities of rare-earth mining. In this communicative space, surface-level technological achievements eclipse systemic ecological damage. This is precisely where greenwashing operates: vague sustainability buzzwords and strategic euphemisms obscure alarming, resource-intensive footprints.

Media representations play a vital role in dismantling these sanitized corporate narratives by translating abstract environmental data into felt human experiences. In an investigative report for DW News (2025), Charlotte Derbus, an AI expert at the Karlsruhe Institute of Technology, characterizes current AI energy consumption as "beyond good and evil" and "beyond anything that can be consciously considered an environmentally sustainable path." This stark moral framing reframes the narrative from one of neutral technical progress to one of ecological overreach.

The tangible human costs of this resource strain are vividly illustrated in regional environmental conflicts. Tania Rodriguez, an activist with the MOSCAT environmental organization in Santiago, Chile, forcefully opposes the rapid expansion of hyperscale data centers in her drought-stricken region (DW News, 2025). Rodriguez highlights a profound socio-ecological injustice: while these facilities draw heavily on depleted local aquifers, they generate minimal local employment. The primary beneficiaries reside in distant foreign markets, while local communities bear the immediate material burdens. Historically reliant on agriculture and strawberry farming, local residents can no longer cultivate crops or maintain basic residential sanitation due to severe water diversions. Through activist discourse, abstract data regarding resource allocation is translated into the visceral reality of agricultural displacement and household water insecurity.

Beyond regional water depletion, the physical lifecycle of computing hardware, from initial extraction to disposal, presents an ongoing ecological crisis. Producing high-performance semiconductor chips relies on intensive mining for silicon, gold, aluminum, and rare metals, driving localized deforestation and heavy metal contamination. Furthermore, because AI hardware becomes obsolete within three to four years, discarded components contribute to escalating, un-recycled global electronic waste streams (Reitmeier & Sylvan, 2025).

Beyond chemical pollution and resource extraction, recent investigative journalism highlights an often-overlooked environmental hazard: persistent acoustic pollution. A report by Business Insider (2025) documents how the 24/7 operation of data center cooling infrastructure generates continuous low-frequency noise. While these ambient sound levels often remain just below legal industrial thresholds for adjacent residential zones, their uninterrupted duration creates severe physiological and psychological strain.

Multimodal journalism utilizes specific auditory and metaphorical devices to make this acoustic burden tangible to the audience: (1) audio isolation and erasure, (2) visceral metaphors of disruptio, (3) psychological and health framing. By centering the lived experiences of local residents, investigative media transforms abstract technical specifications into urgent social realities. These narrative framing choices demonstrate that localized environmental impacts are not distant predictions, but immediate, lived experiences.

Addressing these systemic challenges requires interventions across both educational and political domains. Dr. Robert MacAuslan (Girolimon, 2026) advocates for intentional digital consumption, urging users to approach generative AI tools with the same resource consciousness applied to household electricity or water usage. MacAuslan stresses the need for internal organizational ethics that explicitly link corporate values to the environmental impacts of digital processing. However, individual mindfulness operates within a broader historical and structural policy landscape. As Daynes et al. (2016) note, environmental governance has evolved over the past half-century from localized policy toward federal oversight. Public sentiment largely favors regulatory protections over corporate self-governance. Yet, environmental policymaking remains a contested space, continuously reshaped by constitutional checks, shifting executive priorities, and political debates over the weight of scientific evidence.

Ultimately, public awareness remains the decisive factor in shaping sustainable governance. As the presenter of DW News's (2025) "The Burden of AI" asserts, public unawareness directly accelerates environmental degradation. Invoking the adage *out of sight, out of mind,* the report stresses that meaningful corporate

accountability and regulatory action depend on transparent, high-salience public discourse.

This communicative shift is clearly visible in contemporary media framing. Headlines, such as

How Thirsty is AI? (BBC, 2025)

AI's Staggering Energy Consumption (DW News, 2024)

AI's Burden on the Environment (DW News, 2025)

deploy evocative metaphors of bodily appetite and physical weight. By replacing dry, technical jargon with high-impact, humanized framing, media discourse brings the hidden ecological costs of digital expansion directly into the public consciousness.

Key linguistic and multimodal shifts: from safeguards to acceleration

Political campaigns and executive governance cannot isolate themselves from systemic environmental crises. Modern political leaders are expected to evaluate structural ecological threats, project risk trajectories, and propose actionable policy frameworks. As artificial intelligence has transitioned from a specialized computing sector into a central driver of geopolitical and economic restructuring, political rhetoric surrounding AI infrastructure has become a primary site of ideological battle. The rapid expansion of AI intersects directly with critical public policy domains ranging from labor market disruptions and national security to automated bias, grid capacity, and localized environmental degradation. Consequently, the specific linguistic and rhetorical strategies deployed by state actors do not merely describe technological progress; they actively license industrial behavior, dictate regulatory boundaries, and construct public risk perception.

With the expanding material dominance of AI infrastructure, a fundamental discursive conflict has emerged. On one side are the material realities: ecological degradation driven by megawatt-scale data centers, heavy metal contamination from short-lived hardware, and localized public health impacts ranging from fossil-fuel emissions to continuous low-frequency noise. On the other side is a rapidly shifting official **vocabulary**, most explicitly visible in the executive actions, public addresses, and administrative rhetoric of the Donald Trump administration that reframes, minimizes, or systematically erases these ecological costs through strategic lexical choices.

Discursive Conflict in AI Governance

Material Realities	**Official Rhetoric**
Megawatt grid strains	*Infrastructure modernization*
Localized aquifer depletion	*High-density thermal management*
Low-frequency acoustic stress	*Energy abundance*
Rising e-waste volumes	*Regulatory streamlining*

A comparative ecolinguistic analysis of federal policy artifacts reveals a profound ideological pivot from precautionary governance to unrestricted technological acceleration. Following the executive transition in January 2025, Executive Order 14179 revoked the previous administration's Executive Order 14110 (Fed. Reg., 2025). Beyond its legal mechanisms, this policy transition represents a fundamental shift in state political vocabulary.

Policy Discourse Pivot

Precautionary Framing	**Accelerative Framing**
Safety protocols	*Unleashing innovation*
Guardrails & mitigation	*Geopolitical dominance*
Risk disclosure	*Regulatory streamlining* (National archives)

Under the earlier precautionary framework, the official lexicon prioritized terms of risk containment and institutional oversight:

> *safety protocols*
> *mandatory risk disclosure*
> *existential risk*
> *precautionary guardrails* (Fed. Reg., 2023).

In contrast, the current executive register systematically replaces this risk-mitigation vocabulary with militarized and market-driven imperatives:

> *dominance*
> *acceleration*
> *unleashing*
> *victory*
> *unrestricted* power (The White House, 2026).

This lexical substitution performs significant ideological work. By recasting regulatory oversight as *burdensome red tape* and administrative obstruction, the political discourse neutralizes institutional safeguards. Environmental impact assessments and public permitting procedures are discursively reframed not as vital democratic protections, but as existential impediments to national sovereignty.

Furthermore, this rhetoric leverages the **conceptual metaphor** *TECHNOLOGICAL INNOVATION IS A GEOPOLITICAL WARFARE ENGINE*. Within this framing, the expansion of data centers is detached from localized ecological limits, such as regional water tables or grid stability and re-anchored to narratives of international supremacy, specifically in opposition to foreign competitors like China. By constructing AI infrastructure as an absolute national imperative, the discourse positions environmental regulation as an unpatriotic constraint, thereby licensing aggressive "drill-and-build" energy policies and corporate self-generation of power.

The administration's political rhetoric relies on systematic **euphemisms** and **metaphors** that abstract concrete physical degradation into sanitized administrative concepts. Ecolinguistically, these lexical choices function as erasure mechanisms, masking material extraction behind promises of economic modernization:

- ✓ Grid strain and fossil emissivity as *Energy Abundance* and *Modernization.* The immense power draw of hyperscale data centers which frequently extends the lifespan of coal-fired plants or strains regional grids, is linguistically sanitized as *infrastructure modernization* and the pursuit of *energy abundance.* This framing presents compounding environmental overhead as a standard, benign public upgrade.
- ✓ Aquifer depletion as *high-density thermal management*. The diversion of millions of gallons of municipal freshwater for evaporative cooling in drought-prone regions is obscured behind the technical, de-individualized jargon of *high-density thermal management.* By substituting industrial thermodynamics for hydrological reality, the language erases the conflict between corporate server cooling and residential/agricultural water security.
- ✓ Algorithmic bias and safety standards as *bureaucratic interference.* Administrative mechanisms designed to evaluate structural algorithmic bias or safety parameters are recategorized under the blanket pejorative *ideological bias* or *regulatory fiction.* This reframing delegitimizes risk management as arbitrary state overreach.
- ✓ Prototypical deepfakes and synthetic propaganda as *lawful activity*. Complex sociopolitical risks stemming from generative media are subsumed under generic, protective legal terminology, insulating commercial developers from systemic accountability.

Mechanisms of Ecological Erasement

Technical Jargon	**Economic Metaphors**	**Security Imperatives**
Replaces physical harms with abstract thermodynamics	Frames resource consumption as growth and upgrade	Presents expansion as an urgent national defense priority

While official executive rhetoric operates to minimize risk and accelerate expansion, mainstream media broadcasts function as counter-discursive amplifiers. The public presentation of existential and systemic technology risks has transitioned from academic forums into high-salience media broadcasts. Recent investigative appearances, most notably the broadcast interview of former Anthropic researcher Jacob Coxon on the BBC (2026), provide a rich corpus for analyzing how whistleblower discourse bridges specialized developer vernacular and accessible public registers.

Whistleblower Discourse Amplification

Insider Vernacular	**Broadcast Register**
Probability metrics/p(doom)	*Existential threat*
Alignment failure vectors	*Catastrophic loss of control*
Structural game-theoretic traps	*Moral appeals & human vulnerability*

Mainstream broadcast media operates through specific structural and stylistic mechanisms such as **syntactic condensation, ethos construction, amplification across the expert ecosystem and corporate counter-discourse** to translate dense technical assessments into high-impact social narratives.

(1) Syntactic condensation and hyperbolic framing function via complex probabilistic models surrounding algorithmic alignment condensed into direct, urgent declarative statements. Coxon asserts:

> *I believe that if we don't slow down the current rate of progress, there is a strong chance that we could all die in the immediate future* (BBC, 2026).

The statement eschews technical nuance in favor of absolute existential framing. This linguistic condensation elevates the salience of the risk, moving it from a theoretical statistical vector to an immediate public hazard.

(2) Ethos construction via spatial and experiential juxtaposition functions via whistleblower discourse that derives rhetorical authority from the insider identity of the speaker. In broadcast narrative structures, this ethos is established by contrasting the whistleblower's previous access to elite corporate environments with their current position of personal vulnerability. Media representations highlight Coxon drafting his resignation manifesto from a public park bench—a

visual and narrative semiotic that signifies moral autonomy, detachment from corporate interests, and immediate civic urgency.

(3) Amplification across the expert ecosystem functions via the public broadcast of whistleblower narratives generating a communicative ripple effect, prompting re-articulations of risk from other industry figures. Statements by researchers such as Evan Hubinger and estimates by industry figures like Marcus Williams who projects a 70% extinction risk probability without structural slowdowns, demonstrate how broadcast media aggregates individual insider warnings into a cohesive narrative of systemic peril (BBC, 2026).

(4) Corporate counter-discourse and structural equivocation means that in response to public whistleblower appeals, corporate communications deploy strategic ambiguity. Statements issued by technology firms often acknowledge that AI advancement carries

both tremendous benefits and unprecedented dangers simultaneously (BBC, 2026).

Linguistically, this dual-benefit framing serves as a defensive balance: by framing catastrophic risk as an inevitable counterpart to technological progress, corporate discourse normalizes the hazard, presenting systemic risk as an acceptable cost of innovation.

Ultimately, the interplay between executive political rhetoric and broadcast whistleblower discourse demonstrates that language is not a neutral vessel for technical data. While administrative vocabulary utilizes euphemisms, economic metaphors, and national security framing to obscure ecological and existential costs, multimodal broadcast media leverages personal narrative, moral appeals, and stylistic condensation to bring these hidden harms into public consciousness. Transparent public governance requires decoding these opposing linguistic strategies, ensuring that digital acceleration is held accountable to material planetary boundaries.

Conclusion

Artificial intelligence is neither an inherently benevolent saviour of our planetary crisis nor an inevitably destructive force. It is fundamentally a material reality grounded in physical landscapes, finite water reserves, and vulnerable power grids. As this study has demonstrated, the true danger lies not merely in the industrial megawatts consumed or the millions of gallons of water diverted, but in the deceptive linguistic structures that obscure these physical costs from public view.

When corporate greenwashing and political rhetoric transform *aquifer depletion* into *thermal management* and *environmental deregulation* into *unleashing*

innovation, they effectively strip society of its democratic agency. By sanitizing ecological harm through strategic euphemisms and militarized national security narratives, official discourse creates a dangerous detachment between digital consumption and its real-world consequences. Conversely, as investigative media and whistleblower accounts reveal, when we deploy transparent, evocative, and humanized language, we bring these hidden environmental burdens back into the light of public accountability.

Ultimately, language is not just a passive tool for describing technology. It is the very terrain upon which the future of ecological governance will be fought. If we continue to let market hype and euphemisms dictate the narrative, we risk sacrificing regional ecosystems and local communities on the altar of unchecked computational expansion. However, by fostering an ecolinguistically informed public consciousness, we can demand transparency, hold corporate and political actors accountable, and ensure that technological progress respects the unyielding boundaries of our shared planet. The power to steer AI toward genuine human and ecological flourishing begins with the clarity and courage of the words we choose to use.

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Ա. Սիմոնյան – *Արհեստական բանականության էկոլոգիական հետքը. Մեդիայի բազմաձեվության և քաղաքական հռետորաբանության էկոլեզվաբանական վերլուծություն.* – Տեխնոլոգիական արագ առաջընթացը և հատկապես արհեստական բանականության (ԱԲ) ենթակառուցվածքների լայնածավալ տարածումը, մեծ հակասություն է առաջացնում՝ մի կողմից առաջարկելով առաջադեմ մոնիթորինգային գործիքներ մոլորակի պահպանման համար, մյուս կողմից՝ իր էներգետիկ և ջրային հսկայական պահանջարկով խորացնելով համակարգային բնապահպանական ճգնաժամերը: Սույն ուսումնասիրությունը քննում է, թե ինչպես են էկոլոգիական դիսկուրսը և տեղեկատվության գործիքակազմի բազմազանությունը ձևավորում արհեստական բանականության բնապահպանական հետքի շուրջ հանրային ռիսկերի ընկալումն ու քաղաքական կառավարումը: Կատարելով էկոլեզվաբանական ուսումնասիրություն՝ մենք վերլուծում ենք լրատվամիջոցների հրապարակումները, հետաքննչական լրագրությունը, համատեղ ուղերձները և վերջին քաղաքական հռետորաբանությունը՝ ուշադրության կենտրոնում պահելով այն փաստը, որ գործադիր քաղաքականությունը տեխնոլոգիական զարգացման և բնապահպանական կարգավորումների միջև ընտրություն կատարելիս նախապատվությունը տալիս է առաջինի զարգացմանը: Վերլուծությունը ցույց է տալիս, թե ինչպես են լեզուն և տեսողական նշանագիտությունը կա՛մ լուսաբանում շոշափելի բնապահպանական ծախսերը (օրինակ՝ տվյալների կենտրոնների կողմից ռեսուրսների սպառումը և շրջակա միջավայրի աղմկային աղտոտումը), կա՛մ քողարկում դրանք ռազմավարական մեղմասությունների և բնապահպանական խաբկանքի ստեղծման (greenwashing) միջոցով: Ի վերջո, աշխատանքն ընդգծում է թափանցիկ հանրային դիսկուրսի վճռորոշ դերը համալիր, վերացական բնապահպանական տվյալները հրատապ, գործնական քաղաքացիական իրազեկման և ԱԲ կայուն կառավարման վերածելու գործում:

Բանալի բառեր՝ *արհեստական բանականության հետք, էկո-դիսկուրս, էկոլեզվաբանություն, քաղաքական հռետորաբանություն, տեղեկատվության բովանդակության և գործիքակազմի բազմազանություն, էկոլոգիական արշավներ, բնապահպանական խաբկանքի ստեղծում (greenwashing)*

А. Симонян – ***Экологический след искусственного интеллекта: эколингвистический анализ медиальной мультимодальности и политической риторики.*** – Быстрый технологический прогресс, в особенности стремительное разрастание инфраструктуры искусственного интеллекта (ИИ), создает глубокий парадокс: предоставляя передовые инструменты мониторинга для сохранения планеты, его огромные потребности в энергии и воде усугубляют системные экологические кризисы. В данном исследовании рассматривается, как экодискурс и мультимодальные

медиа формируют общественное восприятие рисков и политическое управление, связанные с экологическим следом ИИ. Используя эколингвистический подход, мы анализируем публикациив СМИ, журналистские расследования, корпоративные сообщения и политическую риторику, уделяя особое внимание сдвигам в государственной политике — от технологического ускорения к экологическому регулированию. Анализ показывает, как язык и визуальная семиотика либо освещают ощутимые экологические издержки (такие как истощение ресурсов дата-центрами и шумовое загрязнение окружающей среды), либо скрывают их с помощью стратегических эвфемизмов и гринвошинга. В статье подчеркивается критическая роль прозрачного общественного дискурса в трансформации сложных абстрактных экологических данных в актуальное гражданское осознание, побуждающее к действиям, и устойчивое управление ИИ.

Ключевые слова: *экологический след искусственного интеллекта, экодискурс, эколингвистика, политическая риторика, мультимодальные медиа, экологические кампании, гринвошинг*