

“Rainforest Alliance Logo” as a Key Element of Conspiracies in the German and Slovak Language Space

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Abstract

The irrationality of the context in the shared content, which is often immediately noticeable, yet often unprecedented viral character... these are just some of the features that characterize conspiracy theories, hoaxes, and fake news. What is so "appealing" about them that they manage to "stay on the scene" and get under the skin of a relatively wide range of recipients? The paper will deal with the issue of conspiracy theories, hoaxes, and alternative truths. In particular, the focus is on their linguistic representation, which is often accompanied by visual elements, and thus, in this case, on the aspect in question. The analysis aims to pinpoint the linguistic strategies of conspiracy theories, hoaxes, and alternative truths as one of the effective means to reach the widest possible audience, using the example of specific content. The analysis focuses on a specific visual and content element, namely the "Rainforest Alliance logo", and its thematization in conspiracies in German and Slovak-speaking countries. Thus, at the end of the analysis, it will also be possible to outline possible differences in the use of linguistic (and visual) resources in the linguistic communities of the languages mentioned.

Keywords: Conspiracy, Rainforest Alliance Logo, Linguistic Representation, Strategies, Visual and Sound Effects

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Introduction

Conspiracy theories have been an extremely popular subject of academic research for some time now. Various aspects have helped to crystallize the main characteristics of conspiracy theories and to understand them as a current phenomenon. Accordingly, conspiracy theories as a specific offer of meaning and explanation are characterized by the postulate of the determinacy of all events and their consequences, which goes hand in hand with the concealment of the actual plans of the conspiratorial community (cf. Butter, 2023, p. 22-29; Fuchs, 2022, p. 30f.; Lutter, 2001, p. 24-27). The identification of the conspirator position in conspiracy theories points to another elementary characteristic, namely the binary worldview against the background of the friend-foe scheme or perpetrator-victim scheme. The perpetrator role is played by a conspirator and his henchmen and gullible, and the victim role is embodied by an enlightener, i.e. the conspiracy theorist and his followers (cf. *ibid.*). The profile is rounded off by the complex interweaving of events and extensive contexts – in the words of Barkun (2003, p. 4): „Everything is connected.“ – but also by the lack of scientific attributes. Conspiracy theories are indeed theories but without the formulation of a question, a hypothesis, an appropriate investigation procedure, a consistent theory as a result, verifiability, transparency, etc. (cf. Götz-Votteler & Hespers, 2019, p. 35ff.; Schmiede et al., 2023, p. 441).

Although there are now numerous scientific publications, popular articles, educational videos, and guides with some key messages available to the general public to expose the (un)truth, conspiracy theories do not simply stop at the initial stage of their spread, but continue to proliferate across countries. This may be because various human needs can be satisfied by believing in conspiracy theories. Douglas et al. (2017) speak here of epistemic, social, and existential needs or motives. As causal explanations, conspiracy theories satisfy the need for curiosity, especially in the absence of consistent information about events and their consequences (*epistemic motives*) (cf. *ibid.*, p. 538). *Social motives* are primarily about recognition or confirmation. People who believe in conspiracy theories are often frustrated and disappointed by the events around them. But the belief helps them to make new contacts much more quickly and to break out of social isolation by becoming respected members of the community. This strengthens the inner cohesion of such a community – the followers belong to the "awakened" or "knowledgeable" – and leads to a collective feeling of superiority (cf. Butter, 2023, p. 112ff.; Kaindel et al., 2022, p. 12f.; Douglas et al., 2017, p. 540). Rauch (2022) also mentions collective identity as a group-constituting characteristic and refers to the Aristotelian view of humans: „Menschen sind soziale Tiere.“ (Humans are social animals.) (cf. 2022, p. 51). Communication between them should take place in such a way that the common belief is constantly strengthened. This refers to the strategic use of language. The *existential motives* are linked to the need for control and security. People need to feel safe in their environment, they need to have a sense of control over themselves and over what is happening around them. This is why they long for a cause, for an explanation for everything that is beyond their control. The simpler and more accessible the explanation is, the more quickly it is accepted (cf. Douglas et al., 2017, p. 539). C. Kay et al. (2009, p. 265f.) speak of compensatory sources of control in a very narrow context and justify their existence or strength with the natural human need to perceive the world and its events as non-random, i.e. ordered, and at the same time the need to feel a certain degree of freedom of choice or even "power over events". The greater a person's sense of uncertainty, the stronger the compensatory sources - in this case, conspiracy theories.

Terms such as "frustrated", "disappointed" and "unsettled" point to an unavoidable part of dealing with conspiracy theories: emotions. However, they can be viewed from two perspectives. One perspective refers to already won/potential followers who are in a certain emotional state at the time (frustration, disappointment, insecurity, anger, fear, etc.) – usually triggered by a crisis of different character – and react accordingly to the conspiracy theories being spread (sharing, liking). It can be said that the conspiracy theories help them to cope with this unpleasant situation.¹ The second perspective concerns the conspiracy theories themselves and their power „die emotionalen Reaktionen auf bestimmte Ereignisse zu regulieren“ (to regulate emotional reactions to certain events) (cf. Götz-Votteler & Hespers, 2019, p. 41). Although the authors make this point in line with Wind Meyhoff's assertion that conspiracy theories can be a constant reaction to unprocessed events or traumas (2009, p. 78; cf. *ibid.*), it cannot be denied that (especially more recent) conspiracy theories also contain strong emotional components, either explicitly or implicitly.

In the empirical study, the focus is placed on one content-related and visual element of conspiracy theories, namely the Rainforest Alliance (RFA) frog label [cf. URL 1]. This label still enjoys a relatively high level of popularity, which is undoubtedly due to the digital age and the online world that is accessible to every user. The focus is on the thematization of this label in connection with conspiracy theories in German and Slovakian-speaking countries. In line with the above-mentioned characteristics of conspiracy theories, it is to be expected that the frog label conceals a network of diverse contexts that are somehow represented linguistically. These linguistic representations are the focus of attention. The analysis takes place at the more complex level, i.e. at the sentence level and possibly also at the text level, because contextual embedding offers a clearer insight into the facts and connections addressed. It should lead to an outline of the linguistic strategies that were used in the creation of the conspiracy theories in question to strengthen the beliefs of the followers and to convince as many new recipients as possible. The inclusion of two different linguistic areas as empirical sources enables their comparison and the identification of possible differences in the linguistic thematization of the element in question.

The viral spread of conspiracy theories is almost universally associated with the open digital world. Posting of controversial content is not always immediately recognizable at the beginning of the coverage and can therefore reach a very wide audience. The empirical material base also comes from the digital world. Useful posts (articles, videos, tweets, etc.) were found through a targeted search² on YouTube and in social networks such as TikTok, Twitter, Instagram, Odysee, VKontakte. About the scope of the empirical material base, it should be noted that it was not a question of quantity. The posts found included public contributions in the form of images and texts of varying lengths as well as short or longer videos. In both cases, the posts contain a variety of other elements (especially image and sound effects) in addition to linguistic means.

¹ The question of the susceptibility of people with certain personality traits and attitudes to conspiracy theories is not addressed here. However, reference can be made to certain studies, such as Hochreiter, 2022; Endrass et al, 2021; Hyzen/ Van den Bulck, 2021 and others.

² Initially, the keywords "Frosch, Froschsiegel, Frosch-Siegel, Froschlogo, Frosch-Logo, Rainforest Alliance" were used to search for posts via the Google search engine. Google referred to posts on the official website of the respective organisation or to posts from supporting shops and organisations as well as posts on YouTube and in social networks such as TikTok, Twitter, Instagram, Odysee, VKontakte. These were relevant for this study.

“Rainforest Alliance” and Its Goals

The frog label can be found on various foods and plants (e.g. coffee, tea, cocoa, bananas, citrus fruits, flowers, green plants, etc.). Some people notice it and are rather lukewarm about it, others also notice it but strictly reject such products. And then some don't notice it at all.

The frog label is both an identification mark and a certification seal of the Rainforest Alliance (RFA) (see Figure 1), an international organisation based in the USA, which aims to protect forests, biodiversity, and the climate, and to promote the improvement of livelihoods for rural populations [cf. URL 2]. This label therefore means that a product “contains one or more key ingredients produced with social, economic, and environmental sustainability” [cf. URL 3]. The social criteria include the prohibition of child and forced labor, appropriate payment (at least minimum wage or collectively agreed wage), access to drinking water and medical care for employees, etc. The ecological criteria include the limited use of harmful ingredients (minimum fertilization, biological pest control methods), the ban on certain ingredients (genetically modified plants, chemicals such as boric acid, fipronil, etc.) and the economic pillar focuses on the economic stability of rural communities [cf. URL 3; 4].

The choice of the frog as a label is related to the fact that it is considered a bioindicator. Where the frog lives, the ecosystem is healthy [cf. *ibid.*]. The efforts of the organisation in question are in line with this.



Figure 1: The Rainforest Alliance certification label [cf. URL 3]

As already mentioned, opinions on this label differ. As far as the brief description is concerned, consumers should have a favorable opinion of food and plants bearing the frog label. Nevertheless, it can be observed that people largely favour shelves with products labelled frog. What is the reason for this?

An Empirical Study of Language Use in the Thematization of the RFA Logo in Conspiracy Theories

The long-recognized assertion in semantics that words in linguistic reality are always embedded in communicative situations and knowledge contexts leads to the assumption that an analysis at the level of the isolated word and its meanings can at best provide assumptions about the linguistically represented contexts (cf. Busse, 2012, p. 26-34; Busse, 2009, p. 112f.; Hanks/Pustejovsky, 2005, p. 63; Wittgenstein, 1958 as cited in Adler, 1976, p. 80). Nevertheless, the results of the word-level analysis are at least sketched to give an overview. At the word level, the following main areas were identified, which allow for certain considerations regarding the thematization of facts in the posts examined:

<p><i>Rainforest Alliance and linguistic units directly related to the organisation</i></p> <p><u>GERMAN:</u> <i>Alliance-Siegel</i> (Alliance label), <i>Frosch</i> (frog), <i>Frosch-Logo</i> (frog label), <i>Froschlogo</i> (frog label), <i>Froschsiegel</i> (frog label), <i>Fröschen</i> (froglet), <i>Grünfrosch-Label</i> (green frog label), <i>Logo</i> (label), <i>Nachhaltigkeits-Siegel</i> (sustainability label), <i>Siegel</i> (label), <i>Symbol</i> (symbol)</p> <p><u>SLOVAK:</u> <i>symbol</i> (symbol), <i>žaba</i> (frog), <i>žabka</i> (froglet), <i>žabička</i> (froglet), <i>žaburina</i> (marsh)</p>
<p><i>Linguistic units from the domain of vaccination</i></p> <p><u>GERMAN:</u> <i>Impfproteine</i> (vaccine proteins), <i>Impfstoff</i> (vaccine), <i>Impfstoffherstellung</i> (vaccine production), <i>Impfung/-en</i> (vaccination/s), <i>Injektion</i> (injection);</p> <p><u>SLOVAK:</u> <i>dávka</i> (dose), <i>ihla</i> (needle as injection), <i>Karen 19 ~ Covid 19</i>, <i>vakcína</i> (vaccination), <i>včelička ~ ihla/ očkovanie</i> (little bee as injection); <i>pichnúť</i> (prick), <i>napichnúť</i> (jab), <i>zapichnúť</i> (stab)</p>
<p><i>Linguistic units with direct reference to living beings in the broader sense</i></p> <p><u>GERMAN:</u> <i>Auge</i> (eye), <i>Frauen</i> (woman), <i>Leute</i> (people), <i>Leben</i> (life), <i>Menschen</i> (people), <i>Menschheit</i> (humanity), <i>Organismus</i> (organism), <i>Körper</i> (body), <i>Hände</i> (hands), <i>Finger</i> (finger)</p> <p><u>SLOVAK:</u> <i>človek</i> (man/human), <i>dieťa</i> (child), <i>dievča</i> (girl), <i>ľudstvo</i> (humanity), <i>organizmus</i> (organism), <i>oko</i> (eye), <i>okolie</i> (community), <i>pán</i> (master), <i>plod</i> (fetus), <i>populácia</i> (population), <i>svet</i> (world)</p>
<p><i>Linguistic units from the domain of social media and/or advertising, PR and marketing</i></p> <p><u>GERMAN, SLOVAK:</u> <i>Artikel</i> (article), <i>Google</i>, <i>Instagram</i>, <i>Kommentar/-e/en</i> (comment/-s), <i>Meinung</i> (opinion), <i>Nachricht</i> (message), <i>Profil</i>, <i>Telegram</i>, <i>Video/-s</i></p>
<p><i>Proprietary and brand names</i></p> <p><u>GERMAN:</u> <i>Bayer</i>, <i>Bill</i>, <i>Gates</i>, <i>Hayes</i>, <i>Holger</i>, <i>Lindt</i>, <i>Melinda</i>, <i>Monsanto</i></p> <p><u>SLOVAK:</u> <i>Bažant</i>, <i>Bicom</i>, <i>Bill</i>, <i>Corgoň</i>, <i>Gates</i>, <i>Gemer</i>, <i>Heineken</i>, <i>Kelt</i>, <i>Martiner</i>, <i>Melinda</i></p>
<p><i>Verbs with direct reference to negative actions</i></p> <p><u>GERMAN:</u> <i>erschrecken</i> (scare), <i>experimentieren</i> (experiment), <i>ignorieren</i> (ignore), <i>injizieren</i> (inject), <i>manipulieren</i> (manipulate), <i>packen</i> (pack), <i>reduzieren</i> (reduce), <i>saugen</i> (suck), <i>stimulieren</i> (stimulate), <i>suggestieren</i> (suggest), <i>überwachen</i> (control), <i>verabreichen</i> (dose), <i>verschweigen</i> (conceal), <i>vertuschen</i> (cover up)</p> <p><u>SLOVAK:</u> <i>klamať</i> (deceive), <i>ovplyvňovať</i> (influence), <i>propagovať</i> (propagandize), <i>zabíjať</i> (kill), <i>zamaskovať</i> (mask), <i>zlikvidovať</i> (destroy)</p>

Table 1: Typical and interesting word representatives in the posts on analysed conspiracy theories

As already mentioned, it is necessary to analyse words in their immediate (linguistic) environment. It is the construction of a sentence that can be embedded in a larger whole, i.e. in the text or the utterance in question, and it is these more complex embeddings that are of greater importance when it comes to reconstructing the common message and applying

certain strategies in the process. Accordingly, interesting examples are filtered out of the sample below, which are analysed about the sentence level with overlaps to the text level. Since the examples are multimodal texts in which different modes are involved in the construction of meaning, it is also necessary to consider these, especially when reconstructing a shared message and thus also a strategy used.

The following examples have been chosen:

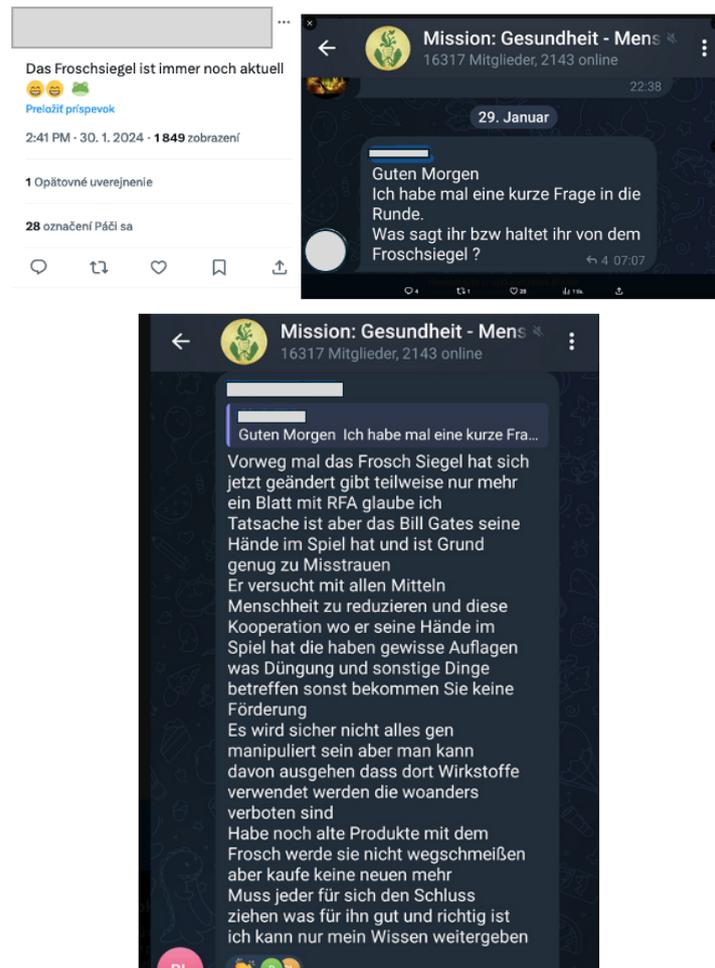


Figure 2: Excerpt from a post on Twitter.com [URL 5]

The first example (Figure 2) shows several aspects to be addressed. Firstly, one can point to the frequent beginning of the introduction of the topic in the (discussion) round. Either a question is deliberately asked about the potential recipients' point of view on the RFA frog label, or the discussion of the topic also begins with words in the sense of an answer to the need to address the topic (other examples: *What is behind the frog label???* *What are the frog label and Rainforest Alliance all about?*; *I think you all know this label and if not, what is your first thought, how does this label affect you?*; *Did you notice that? Have you read about it? It's the Rainforest Alliance logo, which is [...]* vs. *About my previous video, you asked me to go into more detail on this topic. What does it all mean when there's this frog label on a food?*) This way of introducing a particular topic to the group is a suitable starting point, as the open question stimulates discussion, brings heterogeneous opinions with useful information, and steers the discussion in a certain direction thanks to the different opinions. It is not uncommon for only questions to be asked, with the group of recipients itself being

divided into pro and con groups according to the comments. The author of the post here is acting as the initiator of the discussion without communicating his own opinion.

As far as the formal structure is concerned, attention should be drawn to the last two sentences. They begin with a finite verb as a predicate, a position of the predicate that is characteristic of sentence types other than declarative sentences, or one that is typical in spoken language but more common in informal speech. The latter feature is also supported by the elided subject in the sentence constructions in question. In terms of content, the sentence level is particularly important because of the syntagmatic connections between the words, which could only be surmised in the previous section as they were considered in isolation. Linguistically interesting are connections such as *the frog label has changed* (change - no longer positive?); *Bill Gates has his hands in the game* (responsibility); *reduce humanity by all means* (reason/goal); *be manipulated*; *there active substances that are prohibited elsewhere* (manner). Except for the first connection, all the others are directly negatively charged and gradually lead more and more into causal relationships. A more complex linguistic level makes it possible to confirm the conclusions assumed at the word level about conspiracy theories in connection with the RFA frog label. Direct or indirect references in the analysed post and everywhere in the posts found point to Bill Gates and the conspiracy theories associated with his name, be it forced vaccination in the context of the coronavirus pandemic, be it the implantation of a microchip to control humanity, be it the reduction of the world population and, last but not least, membership of the secret elite ~ the Deep State.

The end of the article is also worth mentioning. It is a complex sentence that begins with the main clause *Must each draw his conclusion [...]* and ends with the second main clause *I can only pass on my knowledge*. At first glance, perhaps meaningless sentence constructions allow conclusions to be drawn about the linguistic behavior of the person answering. In the conclusion, the answerer assumes an alibi position by, on the one hand, asking the potential recipient of the shared content to form their own opinion about it and, on the other hand, justifying their position as a sharer of content such as this, which is actually their own and is shared freely. At the same time, the responder puts himself in the position of a knower, as he *can pass on his knowledge*.

Another type of post can be seen in Figure 3. It is a post on the TikTok platform, which influences its nature, namely a short video. It consists of an image accompanied by a musical component over ten seconds. The post contains a wide range of means to convey the content shared, including a variety of visual and verbal means that complement each other and multiply their impact. In principle, the post can be divided into two fields, a white field dominated by visual means and a black field with verbal means as a central component.

The dominant visual device is the RFA label in the centre of the image, which is directly linked to two non-linguistic reality objects in a white field. In one case it is *Gates* (marked in red), in the other case it is the vaccine manufacturer *Pfizer* (marked in blue). Although these two words are at the edge of the field, they are not in the shadow of the label due to their visual representation. Although the article contains little detailed information about the connections between the verbal means in the white field, the use of the keywords *Gates* and *Pfizer* at least roughly conveys them. The intention of vaccination, formulated in conspiracy theories, to equip people with microchips and thus control them or reduce their numbers through vaccination, is shifted in the post to the cultivation and production of food with the frog seal as an RFA certification label. The black background field "communicates" with the white field of the post. Two syntactically incorrect sentences with different typographical

designs complement the visually communicated content. As in the previous example, the sentences lack punctuation. In addition, the subject is missing in the second sentence, although it is more than obvious from the previous sentence. The verbal elements that are crucial to the writing are capitalised and in a different colour. Compared to the previous post, the RFA frog label is explicitly linked to the coronavirus pandemic by the words *mRNA-IMP(F)STOFF* (mRNA-vaccine) and *Pfizer*. Foods with the RFA certification label take the position of the vaccine in the post and take over the baton, so to speak, in the conspiracy against humanity. The previous support of RFA by the Bill and Melinda Gates Foundation establishes a direct link to this person. A similar connection is also made in the Facebook post as well as in the video on YouTube, as can be seen in Figures 4 and 5.



Figure 3: Post on TikTok.com [URL 6]



Figure 4: Extract from a video on YouTube.com [0:11] [URL 7]



Figure 5: Post on Facebook.com [URL 8]

In the Slovakian-speaking scene, the situation is no different. In the posts, the RFA frog label is first associated with Bill Gates and then wrapped in negative labels associated with this person. In Figure 6, this is linguistically realised in the form of indirect speech that refers directly to the "culprit": *Of course, that's why Gates said that anyone who didn't "volunteer to be injected with an experimental vaccine 'will get it in the food'...* This statement is linguistically very expressive and seems to have the following intentions: reference to vaccination as a forced act (*not to be voluntarily injected* → *get the "vaccine" in food*), to the illogical behavior of some people (*voluntarily engaging in something during the experimental phase*) and to the division of the recipient group into those who voluntarily allow themselves to be vaccinated and those who do not. This fact is clarified by the continuation of the post: *normal people get it* explicitly expressed.

As far as the linguistic level is concerned, it is again the sentence level that is decisive, which opens up the connecting lines between the units of extra-linguistic reality represented by the words. As far as grammar is concerned, errors in comma placement can be observed within the sentence structure; in addition, the non-standardised pejorative verb *opichať* (prick with a vaccine) occurs in the contribution, and the farewell phrase *Tot' vsio!*, which is mainly used in spoken language and informal linguistic communication and, in the sense of "that's all", confidently concludes the contribution with a sufficient amount of facts in the background, also deserves attention.

The visual tool, a coffee bag with the RFA frog label, is mainly used to disseminate the other article about the issue under discussion and to defend the views presented.

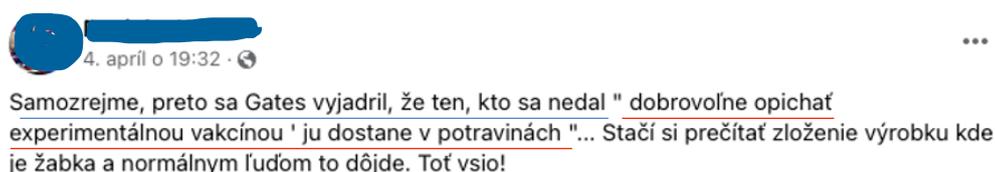


Figure 6: Post on Facebook.com [URL 9]

Figure 7 below illustrates a common means for visual contributions, a self-shot video in a grocery shop. A person walks through the shop and films the shelves with price tags showing the frog label. Above the video is the article itself. Even the title hints at the author's creativity by associating the *LIDL* grocery chain with the pejorative *ŽABURINA* (meaning swamp, marsh), as a reflection of the strong presence of food with the RFA frog label. The pejorative reference to these products is reinforced by the participle *I kvákajúca* (croaking). Both the article and the video are about ice cream products that are considered *GMO products*. What is striking here, however, is the linguistic rendering of the presumed relationship between these products and their "manufacturer" (due to the relationship X comes from Y), which includes the author's opinion. The combination of the English word *kill* and the personal name *Bill* expresses this very clearly and also indirectly refers to the conspiracy theory related to this person about the intention to reduce humanity (kill → fewer people → reduction).

In terms of language, the capitalisation of thematically important words is striking, as is the detailed description of the situation in the grocery shop, including a lively account of the conversation with the shop assistant, which is supplemented by a series of emoticons. In connection with the course of the conversation described and the emoticons used, this passage of the article can be seen through the eyes of the author as a kind of confession of her point of view.



17. júl 2023 · 🌐



LIDL sa zmenil na kvákajúcu ŽABURINU...



ZMRZLINY a NANUKY GMO od killBilla...

Pracovníčka...že čo natáčam, že je to zakázané...vážne?!...a predávať GMO OTRAVINY je dovolené?!...že ona za to nemôže, že mám ísť za vedením... 🙄

Chvíľu ešte mudrovala, ale ja som hlasnejšia 🗣️ 🗣️ 🗣️ 🗣️ ...ľudia od košíkov začali zdvíhať hlavy👁️👁️

😊👁️👁️tak to vzdala... 🏃 🗣️ 🗣️



Figure 7: Post on Facebook.com [0:10] [URL 10]

Finally, Figure 8, which shows the most comprehensive linguistic and content-related representation of the connections between the RAF frog label and the associated conspiracy theories, should be discussed. It is a YouTube video that is mainly monologued by one person and is accompanied by several images during the speech. The title of the video suggests that the author wants to place the frog label of the RFA in close connection with Bill Gates at the centre in an explanatory manner (*GREEN FROG ON FOOD? Bill Gates is behind it! What does this mean for us? RAINFOREST ALLIANCE*). The most important passages from the 15-minute video have been filtered out to illustrate the intertwining of the elements of the conspiracy line.



ZELENÁ ŽABKA NA POTRAVINÁCH? 🌿 Stojí za ňou Bill Gates.

Čo to pre nás znamená? RAINFOREST ALLIANCE

21 tis. zhladnutí · pred 8 mesiacmi



Podpor likom, odberom, zdieľaním či komentom ďakujem OSOBNÝ VÝKLAD KARIET V prípade, že by ste mali záujem ...

Myslím si, že toto logo všetci poznáte a ak nie, tak aká je vaša prvá myšlienka, ako na vás pôsobí toto logo?

[...] v poslednej dobe behom posledných pár mesiacov vlastne sa zobrazuje už skoro na každej potravine.

Čo to znamená, hej? Takže pome si to rozobrať.

Toto logo vlastne ah je ah spoločnosť, ktorá sa volá Rainforest Alliance, ktorá sa prezentuje samozrejme veľmi dobre a veľmi pozitívne, predstavuje v podstate určitú certifikáciu udržateľnosti a prezentujú to takým štýlom, [...].

[...] hej, veľmi fajn to pôsobí samozrejme, [...].

[...], ah čo nie je fajn, je to, ten fakt, že kto vlastne túto značku podporuje, kto za tým reálne stojí, kto to financuje, a teda financuje to ah samozrejme, preto vám o tom točím video, financuje to Bill Gates a tá jeho v podstate nadácia Bill a Melinda Gates.

Takže viete, kto sú v podstate títo ľudia, ah s čím sú hlavne spájaní, hlavne teda Bill Gates s čím bol v poslednej dobe spájaný, hlavne teda počas Karen 19, že chcel v podstate ahm, nemôžem všetky veci hovoriť na rovinu, ale chcel v podstate zapichnúť ihlu do celého ľudstva, hej to bol ten zámer, [...] on stál sa za tým vývojom vakcín a tak ďalej, [...] veľmi veľmi rozpráva o depopulácii, čo znamená akoby zníženie populácie, hej, chce sa zbaviť ľudí.

[...] bola tu určite taká kríza s tým, že jednoducho nie každý sa chcel dať napichnúť tou ihlou počas počas toho Karen 19, takže oni hľadajú teraz rôzne iné prostriedky, ako sa akoby ako zasiahnúť ah to ľudské telo [...].

[...] začína akoby ďalšia kríza v tomto celom, [...] bude to kríza práve, čo sa týka jedla, pretože jedlo bude dostupné, ale ide o to, že aké jedlo. Jedlo, ktoré nás ničí, zabíja, [...].

[...] tá Rainforest Alliance [...] geneticky modifikujú všetky potraviny [...].

[...] potraviny, ktoré akoby prechádzajú ešte nejakým tým procesom [...].

[...] testovali sa tieto potraviny ah frekvenčným zariadením Bicom, ktoré odhalilo prítomnosť spike proteínu, oxidu grafénu a rôznych herbicídov a toxických látok, a veľa práve týchto látok bolo nájdených vo, no v tých ihlách, ktoré nám chceli pichnúť ah počas Karen 19.

Takže ako isto mnohí už viete, aké boli následky Karen 19, [...]a týka sa to aj nás, ktorí sme neni ah pichnutí tou ihlou, pretože ah v tej látke, v tom koktaily smrti je namiešaná aj taká látka, ktorá práve pôsobí z tých ľudí, ktorí si to dali aj na ostatných, hej, ktorí to nemajú, takže ah akoby sa to povedzme šíri ďalej, hej, ovplyvňuje to aj nás nás okolie a jednoducho teraz to už môžeme priamo nájsť aj v tej strave.

I think you are all familiar with this label and if not, what is your first thought, how does this label strike you?

[...] in fact, it's been showing up on just about every food item lately in the last couple of months.

What does that mean, hey? So, let's break it down.

This logo actually ah is ah a company called the Rainforest Alliance, which presents itself very well and very positively, of course, it is basically a kind of sustainability certification and they present it in that style, [...].

[...] hey it looks very nice of course [...].

[...] ah what's not fine is this, the fact that who's actually supporting this brand, who's really behind it, who's funding it, and therefore is funding it and, of course, that's why I'm making a video about it, it's funded by Bill Gates and his in Bill and Melinda Gates Foundation.

So you know who are these people basically, ah, what are they mainly associated with, especially Bill Gates has been associated with recently, especially during Covid 19, that he wanted to basically, ah, I can't say all the things straight out, but he wanted to basically prick a needle in all of humanity, hey that was the intention, [...] he was behind the development of vaccines and so on, [...] he talks very, very much about depopulation, which means like reducing the population, hey, he wants to get rid of people.

[...] there was definitely such a crisis with the fact that just not everybody wanted to be pricked with that needle during that Covid 19, so they're now looking at various other means of how to sort of like how to hit ah that human body, [...].

[...] it's like another crisis is starting in this whole, [...] it's going to be a crisis just in terms of food, because food will be available, but it's a question of what kind of food. The food that destroys us, kills us [...].

[...] Rainforest Alliance [...] genetically modify food [...].

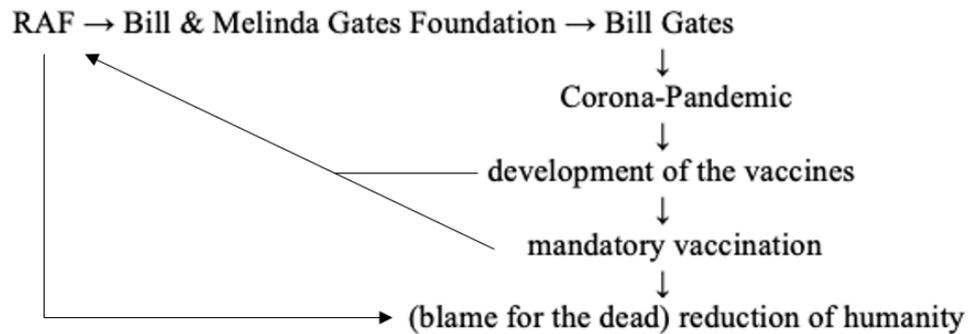
[...] foods that seem to be going through some kind of process [...].

[...] these foods were tested with ah frequency Bicom device, which revealed the presence of spike protein, oxide graphene and various herbicides and toxic substances, and many of these very substances were found in well in those needles that they wanted to stick us with ah during Covid 19.

So as many of you know what the consequences of Covid 19 have been, [...] because it has triggered one huge wave of people in the area who are paying the price, and slowly we all will pay the price, and it affects us who are not pricked by that needle, because in that substance, in that cocktail of death, there is a substance mixed in that substance which is also acting from those people who have put it on their own others, hey, who don't have it, so ah like it's spreading out, let's say, hey, it's also affecting us around us and just now we can find it directly in that food as well.

Figure 8: Excerpts from a video on YouTube.com and their translation [URL 11]

Using the filtered passages from the video, it is possible to observe how the author slowly introduces the potential recipients to the story of the conspiracy. With positive introductory words about RFA and its label, the author establishes a connection to Bill Gates as a person, from where she can bounce straight to his "secret plans." The following diagram shows the key moments of the storyline:



From a linguistic point of view, the video shows typical characteristics of spoken communication. It is obvious that the author has not memorised the text, but is speaking it freely, so to speak. The frequent repetition of words, the presence of correction phenomena, the relatively frequent use of the pause element *ah/ahm*, the incorrect positioning of sentence elements, and the ellipses of some sentence elements create an impression of authenticity. The recipient can quickly identify with the author.

At the vocabulary level, a variable repertoire is used in the video. Neutral words are used, technical terms from the field of laboratory examinations/tests that support the facts presented in the video, and finally many negatively charged words that sometimes appear aggressive when embedded in sentence structures. They usually refer to the presented intentions of the main actor in the video, Bill Gates, such as: *basically, he wanted to prick a needle into all of humanity; he wants to get rid of people; they are now looking for various other means to sort of like how to hit ah this human body; the food that destroys us, kills us; in that substance, in that cocktail of death*. The entire account is complemented by the accompanying stories about other people, which is undoubtedly a strong element in confirming the information presented and influencing opinion. However, these are stories in the sense of "I heard that XY happened to a certain person", etc., without naming the source or the actors. Similarly, the video often presents factual claims without any explanation or elaboration.

Conclusions

The following conclusions can be drawn from the analysis:

- The inclusion of the RFA frog label in the conspiracy theory(ies) in the posts was only based on previous contacts between the Bill and Melinda Gates Foundation and the Rainforest Alliance, i.e. without any respective scientific evidence or deeper insight into the messages shared. The RFA's frog label was thus demonised by the retrospective transfer of Bill Gates' intentions as stated in other conspiracy theories. The following topics were discussed: the responsibility for the coronavirus pandemic and the financial support for the development of (mRNA) vaccines to control or reduce the number of people, and the transfer of the function of vaccines to Rainforest Alliance-certified food with the same intention. Paradoxically, the posts not infrequently began by referring to

the (once) positive opinion of the RFA organisation, but then moved into the "offensive" phase by sharing the secret plans associated with the RFA organisation. The frequent termination of posts is also striking. At the end of the post, the post author often personalises the shared facts as their own opinions, which may not be accepted by the surrounding community, or divides the potential recipients into believers and non-believers (knowers and unknowers). On the side of the believers or the knowledgeable, the author defends his/her position and that of the knowledgeable. At the same time, he/she shows that anyone - like him/her - can change his/her view and become a believer or a knower.

- The presentation of the thematised facts and contexts was carried out using variable means which, depending on the form of presentation, showed either a predominance of verbal means or a balanced relationship between verbal and visual/acoustic means. The multimodal nature of the posts thus allows the different modes to participate in the construction of the message. As far as the investigation at the linguistic level is concerned, it should be noted that the linguistic representation of the Rainforest Alliance label in posts in the digital world had a comparable starting point in both languages. These were the above-mentioned conspiracy theories or conspiracy theories centred around Bill Gates, which were disseminated in a more or less modified form. A rather heterogeneous selection of words was used for their linguistic presentation, including both neutral and expressive units. When comparing the two languages, it was found that the vocabulary in the Slovakian-language posts was more expressive and, in some cases, showed signs of verbal aggression. The aim seemed to be to arouse negative emotions such as fear and indignation in potential recipients. Conversely, several creative expressions were observed in both languages that contributed to the attractiveness of the message communicated. Possibly to make the posts stand out, deviations in grammar were observed almost everywhere, which mainly included the absence of punctuation or the omission of relevant parts of sentences, presumably to convey the thematised facts as concisely and predictably as possible. Surprisingly, the visuals played a rather subordinate role, and the author relied more on various acoustic effects.

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