

The Cognitive Relevance in Understanding Water Sustainability Graffiti

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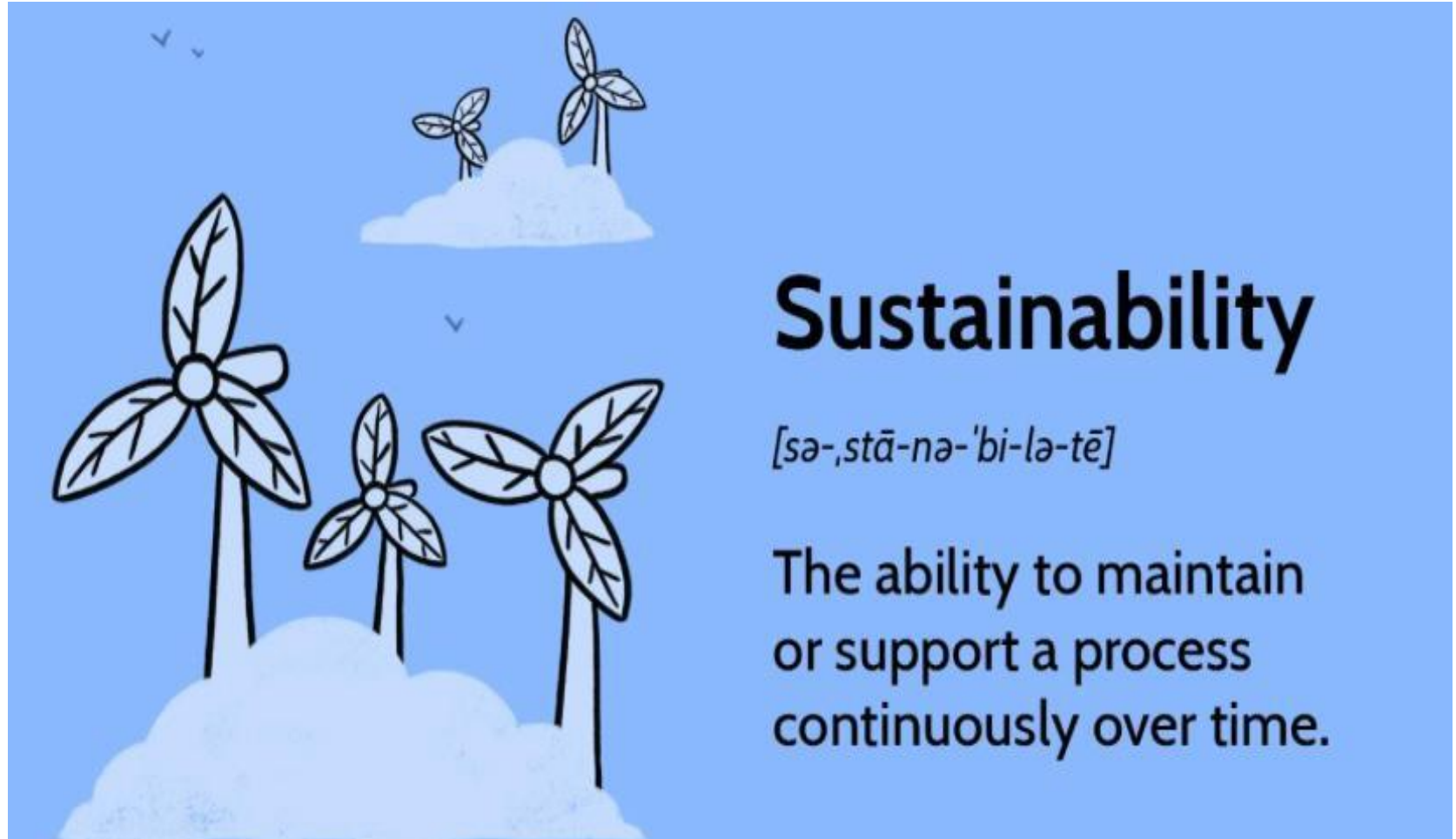


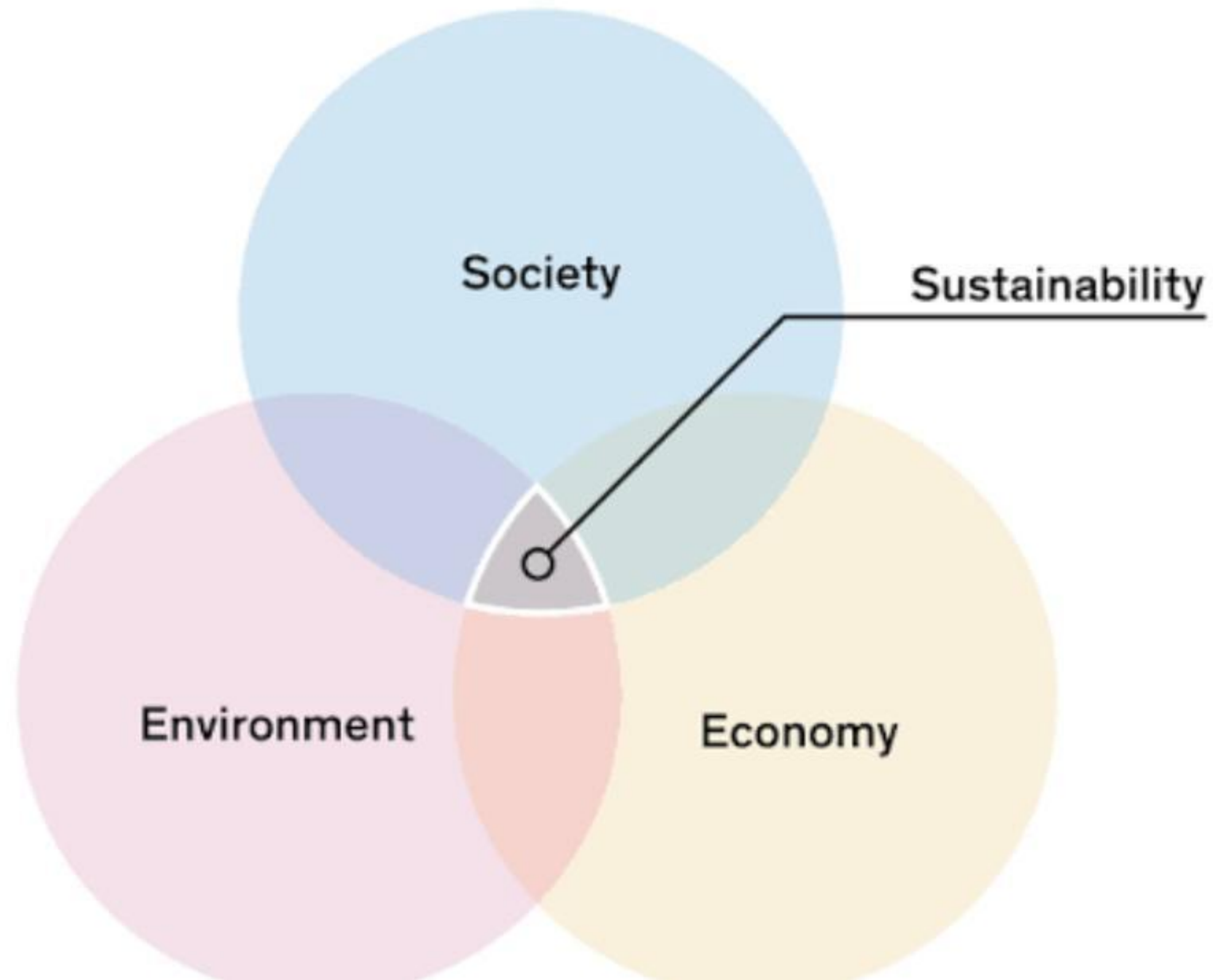
What is the relation between linguistics and Sustainable development goals (SDGs)?

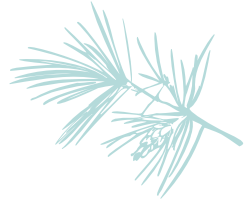


- The connection is profound, summarized in one core idea: sustainable development is fundamentally about people and people communicate, negotiate, learn, and build communities through language
- Achieving the SDGs is impossible without effective communication.
- Linguistics provides the tools to understand and optimize this communication.

What is Sustainability?





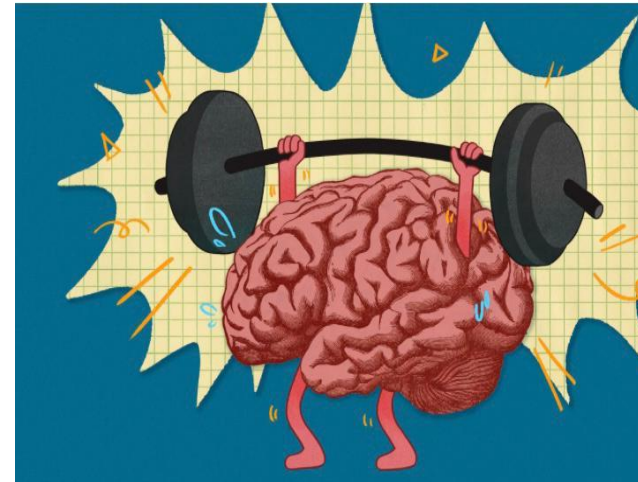


What is water sustainability graffiti?

It refers to the use of street art murals, stencils, and other public visual messages to communicate ideas about water conservation, pollution, and the value of water.



Relevance theory is approached in its application to graffiti on water sustainability, how these graffiti achieve successful communication, and how the audience recognizes that the artist of the graffiti has something to say that matters, something that is relevant. The addressee understands the contents of graffiti and how he/she uses his/her cognition to interpret the graffiti's contents and find them relevant.



Example





Thank You

OUR WATER KEEPS US
DOING WHAT WE LOVE