

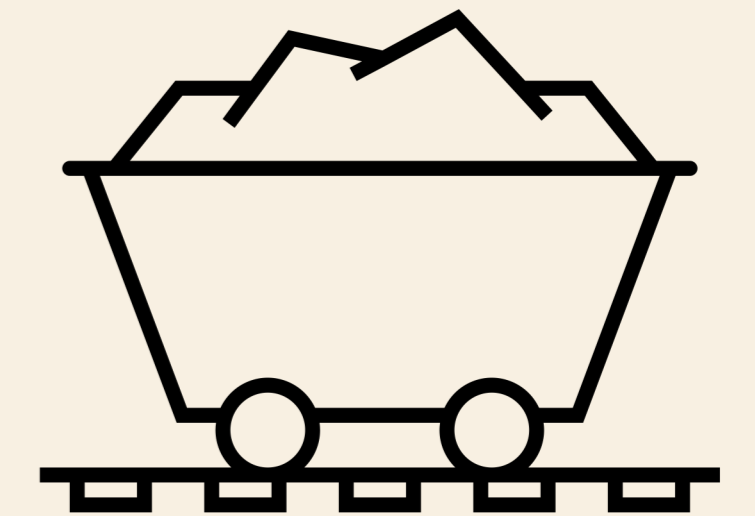
# Resource Extraction in the Automobile Industry: Communication Analysis of the Discourse Participants

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Seminar: Linguistic Discourse Analysis in the Environmental Humanities  
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**Background:**

- Mid-November 2023: High arsenic levels near the Bou Azzer mine, operated by the Moroccan raw materials group Managem
- Managem is a direct supplier of cobalt for BMW, cobalt is needed especially for batteries in the e-mobility production
- The increasing demand of critical resource extraction in line with a changing automobile industry towards e-mobility is antagonistic to sustainability
- The supply chain law in Germany mandates corporate responsibility for respecting human and environmental rights in the global supply chain (covering protection against child labor, fair wages and environmental conservation)
- A linguistic discourse analysis about (critical) raw material extraction for the German automobile industry helps to analyse language patterns, rhetorical strategies, and provides insights into stakeholder communication and their impact on public opinion

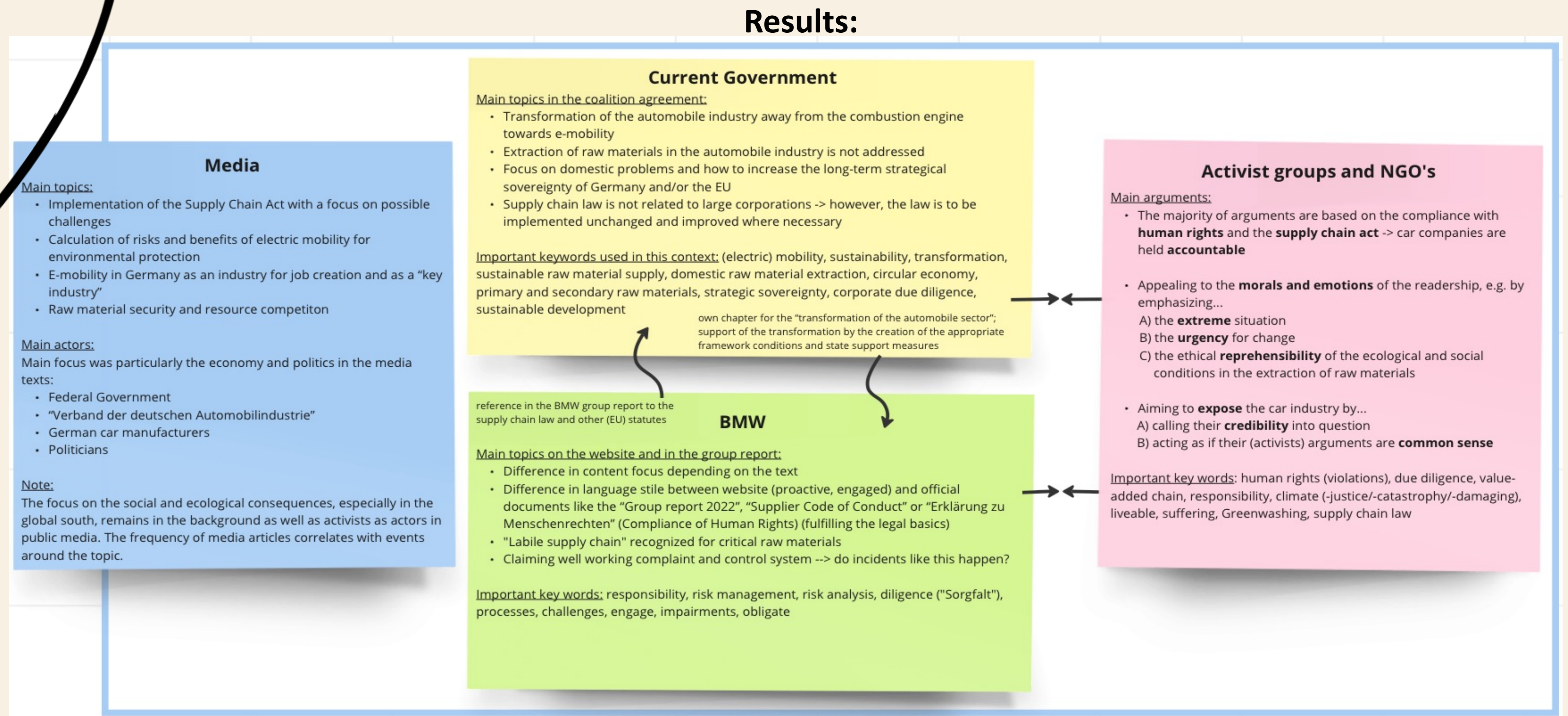
**Aims:**

The main goal of the analysis is questioning e-mobility as a sustainable technology of the future especially regarding the planned energy transition in Germany. This study investigates the language of different stakeholders within their respective mediums.

**How do the stakeholders use different communication strategies and key aspects regarding the topic of the raw material extraction in the automobile industry?**

**Methods:**

- Agonistic analysis conducted within the framework of linguistic discourse analysis
- German sources in German language from November 2022 to November 2023 because the German supply chain law entered into force: 01.01.2023
- Discourse actors considered: public media, BMW representing the German automobile industry, activist organizations and political statements from the current government's coalition agreement
- Examination of the most frequently used keywords and topics within each interest group with a visualisation of the results
- Correlation of keywords with the arguments presented in the discourse



**Conclusion:**

- Main focus: economy (BMW, government, public media) → protection of human rights and environment is not the main topic and remains in the background → contradicts purpose of the Supply Chain Act
- Proximity and distance of the stakeholders emphasised through language, style and content: BMW and government close to each other, activists distance through different framing (e.g. framing of the words "responsibility" and "duty of care")
- Differences in explicitness (specific demands vs. vague aims, modal words as form of expression)

