

# **Moral Dramas as a Sustainable Communication Genre: An Analysis of its (Dys)Functionalities**

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## **Abstract-**

Sustainable consumption should foster ethical deliberation among audiences to effectively address socio-environmental crises. However, studies on current sustainable communication approaches reveal their insufficiency in transforming marketing systems. In response, we conceptualize moral dramas as a novel sustainable communication genre with the potential to facilitate ethical deliberation. Moral dramas are narrative texts that expose environmental and social breaches, evoke strong emotional responses, and offer pathways for redemption and ethical transformation. Focusing on ethical online marketplaces—an emerging sustainable enterprise—we critically examine the conditions under which moral dramas can serve as a normatively appropriate genre for sustainable communication. Finally, we discuss the implications for scholarship on sustainable communication and transformative marketing.

**Index Terms-** responsible marketing, sustainable communication, narratives, ethical marketplaces, moralization

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