Globally, environmental protection is high on the agenda of the sustainable development goals as environmental impacts on life transcends local, national and international borders. The practice of illegal gold mining in Ghana, popularly called ‘galamsey’ is a threat to environmental sustainability, sustainable livelihood, national economic growth and development. In the last decade, groundwater pollution, forest and forest reserves losses are unprecedented, galamsey is an ecological menace (Kpienbaareh et al., 2021) and a political problem (Abdulai, 2017). Among efforts to address the galamsey menace, protect the environment and secure livelihood, the Media Coalition Against ‘Galamsey’’ (MCAG) was launched in April 2017. The MCAG is a coalition of all media organisations in Ghana with the aim of “creating awareness through public education campaigns, stakeholder engagements and townhall meetings, about the destruction of farmlands and the pollution of rivers and water bodies as a result of illegal mining (Galamsey) activities in the country.” (Ghana Independent Broadcasters Association, 2022). However, over six years of its operations, the MCAG bemoaned the government limited commitment and support to nib the galamsey menace in the bud amidst the worsening of turbidity of prime rivers in the country. How does the communicative practices of the MCAG connect with that of bureaucratic institutions directly involved in the protection of environment and forests in Ghana? To answer the above question, this study employs an interdisciplinary discourse (language and society) approach in relation to discourse theory to investigative the communicative practices of MCAG and selected bureaucratic institutions towards the eradication of the galamsey menace in Ghana. Data for this study includes purposefully selected texts, press statements and news articles published by relevant media organisations and the Ghana Independent Broadcasters Association, the representative of the MCAG. A dialectical discourse analysis method (Fairclough, 1992, 2010) is combined with the social semiotic approach to multimodal discourse analysis (Kress and Van Leeuwen, 2001, 2006; Jewitt, Bezemer and O’Halloran, 2016) focussing on language and other modes in the sociocultural, historical and political context to analyse and make meaning of the data in relation to the context in which they occur.