

# ecolinguistics

arran stibbe

3 points

- ◆ A discourse is a way of talking about the world which encodes a particular worldview.

- ◆ Discourses can encourage people to destroy or protect the environment

- ◆ The aim is not only to analyze discourses but to change them.





- ◆ Well it's going to look **fantastic** weatherwise for tomorrow...anything that you've got planned outdoors will be **unspoiled, glorious** sunshine, some very **high** temperatures... (WF2: 12 July)



- ◆ risk of some patchy light rain and drizzle (WF1: 26 June)
- ◆ risk of some sea fog (WF2: 4 July)
- ◆ risk of picking up some coastal fret (WF2: 6 July)
- ◆ risk of some misty low cloud (WF2: 7 July)
- ◆ threat at times of some low cloud or some coastal mist or fog (WF1: 6 July)
- ◆ no threat of any showers (WF2: 21 July)
- ◆ Well it's going to look fantastic weatherwise for tomorrow...anything that you've got planned outdoors will be unspoiled, glorious sunshine, some very high temperatures... (WF2: 12 July)

Fed up with **wet** summers and **ice cold** winters? Take a break from the **traditional British weather** and get away to one of our destinations for all-year-round **sunshine** holidays. Choose from the **sun-soaked** shores... you can enjoy **great sunshine** holidays at any time of year...for action packed **sun** holidays (Thomson Holidays)



# Living the dream

buying a second home in the sun - how to fund a new lifestyle.

**Climate Change Update**

**WIN WIN WIN the opportunity to have  
your mortgage paid for a whole month**

## Welcome to issue 4 and welcome to the spring...

We are now on issue 4 of our exclusive mortgage newsletter and we would like to thank you for all your positive feedback. ...and to help you to get as many of your points as possible

# How to live the dream and purchase that perfect holiday home...

With dull, wet days, endless hours stuck in traffic jams and the stresses and strains of everyday life, more and more of us dream of buying a second home in the sun and getting away from it all. For many of us this dream is now turning into a reality.

Siestas and sunshine are no longer something that we can only experience for two weeks of the year. With low cost flights now available, jetting off to your home in the sun at the drop of a hat is far more achievable than you think.

Dear Dr Stibbe,

Many thanks for your letter and the points that you raised. We consider them to be completely valid and your letter has been passed on to the publicity department...

Smile

# Switch on to saving energy

How to improve energy efficiency in  
your home and **SAVE** money

One more point

# Ecosophy

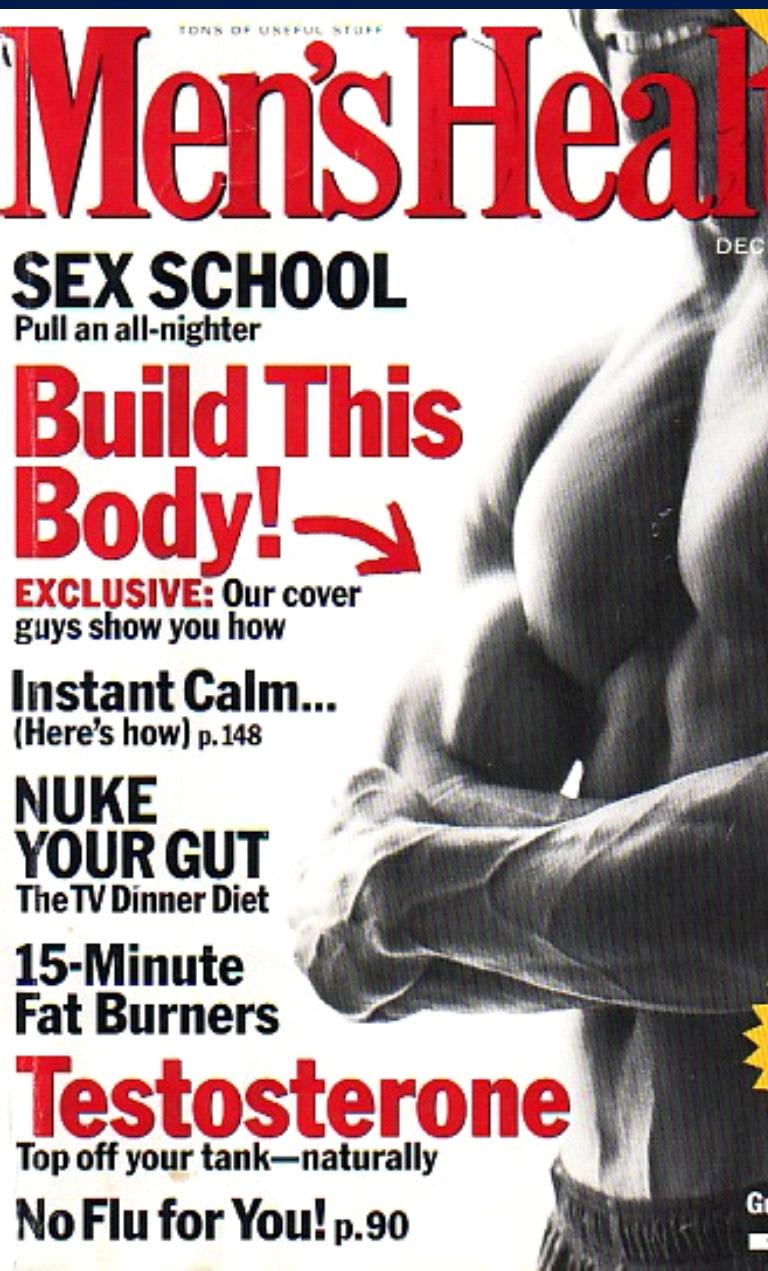
(simplified example)

- ◆ Reduction of consumption and waste
- ◆ Redistribution so that all can fulfil their basic needs
- ◆ Reconnection with others and nature to fulfil higher needs

# Destructive Discourses



the discourse of lifestyle magazines



TONS OF USEFUL STUFF

# Men's Health

DEC

**SEX SCHOOL**  
Pull an all-nighter

**Build This Body!** →  
EXCLUSIVE: Our cover guys show you how

**Instant Calm...**  
(Here's how) p. 148

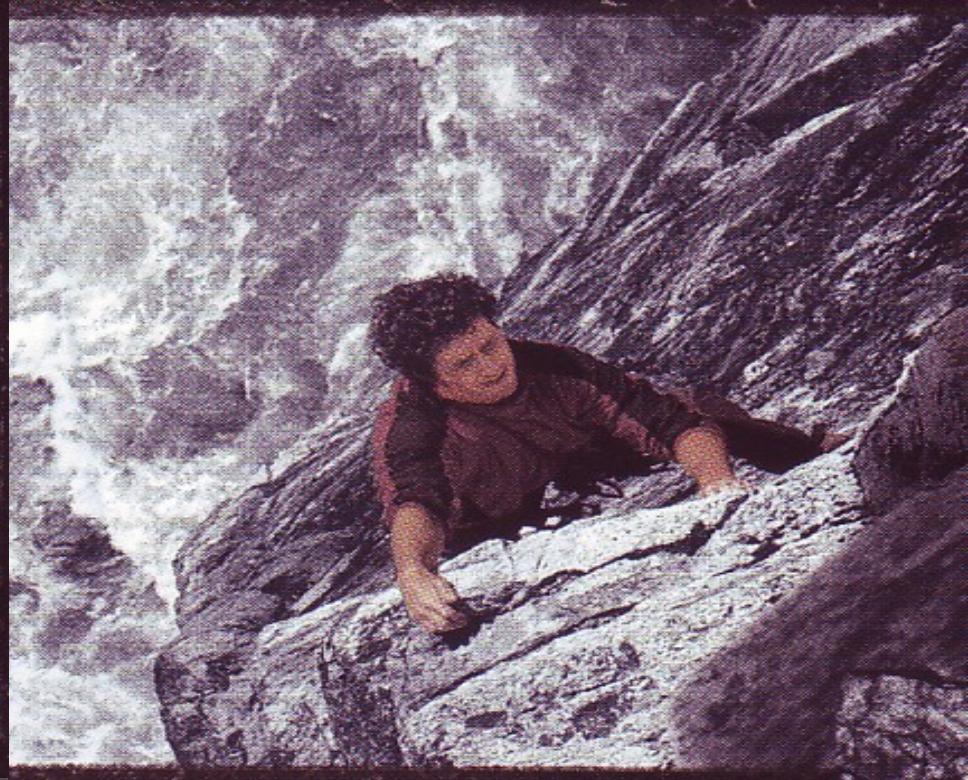
**NUKE YOUR GUT**  
The TV Dinner Diet

**15-Minute Fat Burners**

**Testosterone**  
Top off your tank—naturally

No Flu for You! p. 90





The Ford Escape will help you aspire to a whole new level of fitness

THE

# Complete CARNIVORE

Meat and potatoes? Yeah, sure. Just hold the potatoes

MEN AND MEAT GO WAY BACK.

In fact, for most of our precivilized history, we

Q & A

## Beer Drinker of the Year

Think you know your brews? Meet Cornelia Corey



## A Man, a Can, a Plan

HANG IT  
ON YOUR  
FRIDGE!

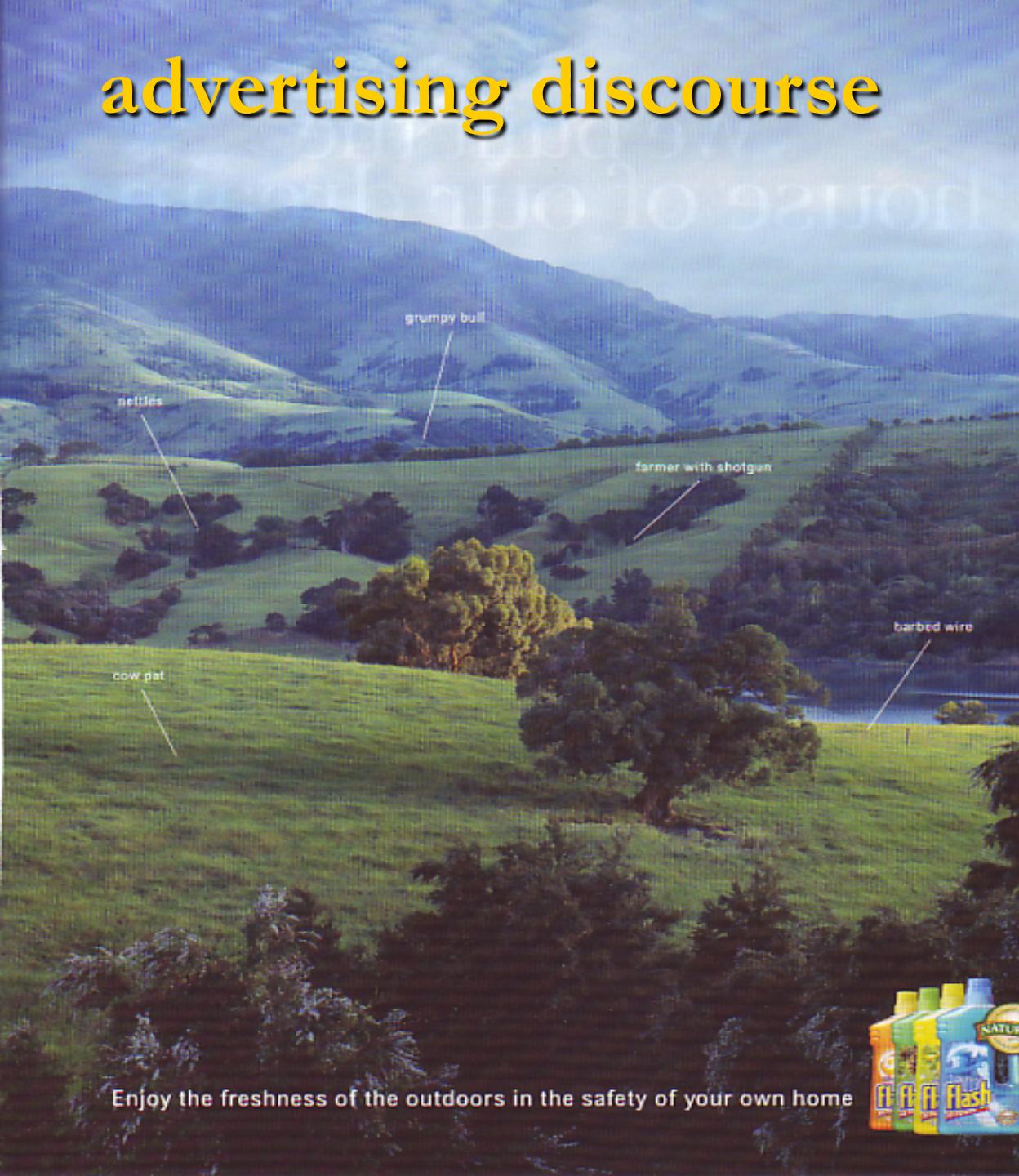


► **How to make it:** Dump the beans, tomatoes, and chili and garlic powders in a large nonstick pan, cover, and simmer 10 minutes. Serve on hamburger buns. Take Beano if needed. Makes 3 servings.

► **Per serving (2 sandwiches):** 473 calories, 14g total fat (70% of calories), 22g protein

The US version of Men's Health magazine at the time you analysed it was certainly extreme...  
*(Men's Health UK Editor)*

# advertising discourse



Enjoy the freshness of the outdoors in the safety of your own home



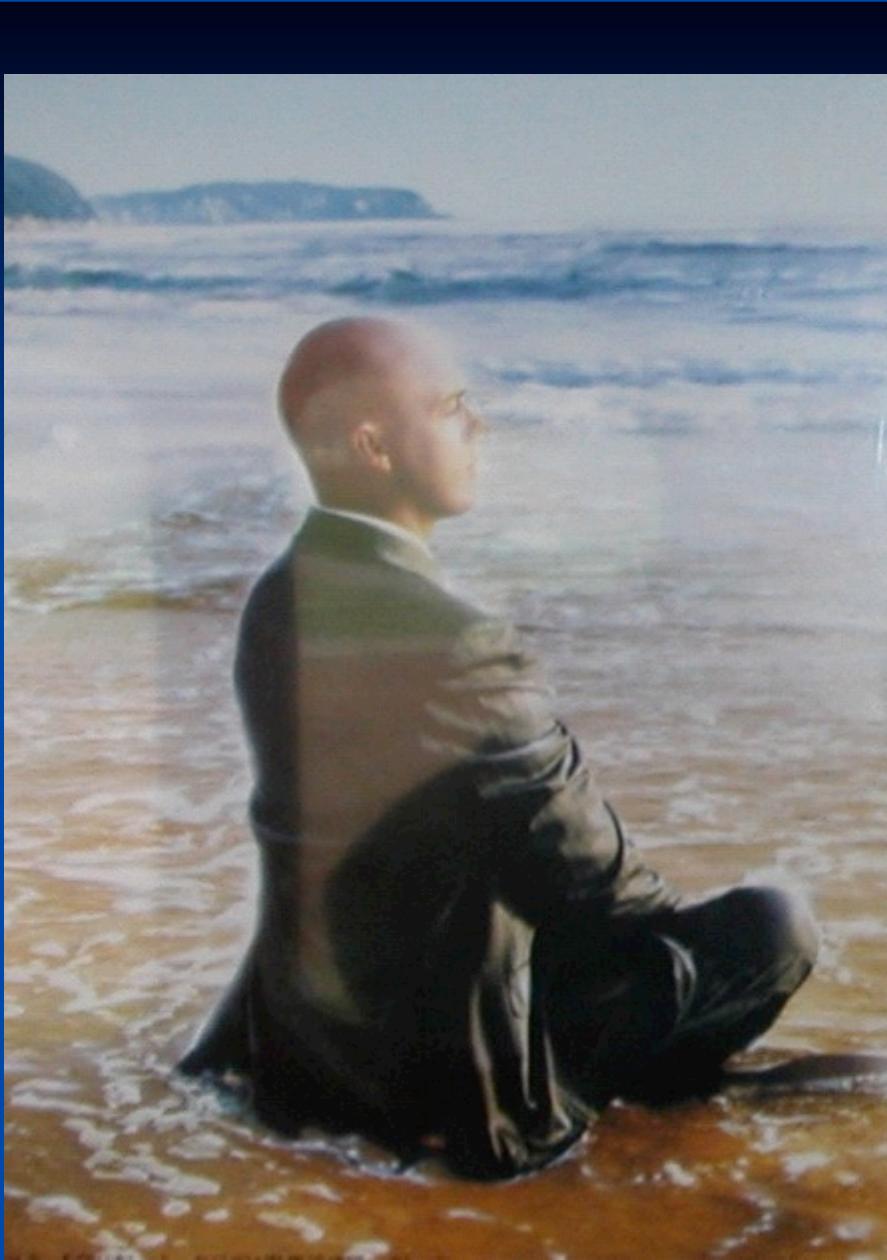
grumpy bull

farmer with shotgun

barbed wire

Enjoy the freshness of the outdoors in the safety of your own home.





# the discourse of animal industries

*an efficient flow of feed, bogs and waste*  
(Pork Industry Handbook).



death losses  
euthanasia  
**boar power**  
**sow durability**  
**sow breakdown**  
**processed pigs**  
**volume of pigs**  
**meat-type animal**  
**pig performance**  
**cull sow**  
(Pork Industry  
Handbook)

Carcass damage from handling and bird struggle during the kill does occur in broilers (Poultry Science – industry journal)



*From (Poultry Science 2008)*

Scholars (Stibbe, 2003; Linzey, 2006) have suggested that industry discourse characterizes animals in ways that objectify them and obscure morally relevant characteristics such as animal sentience.

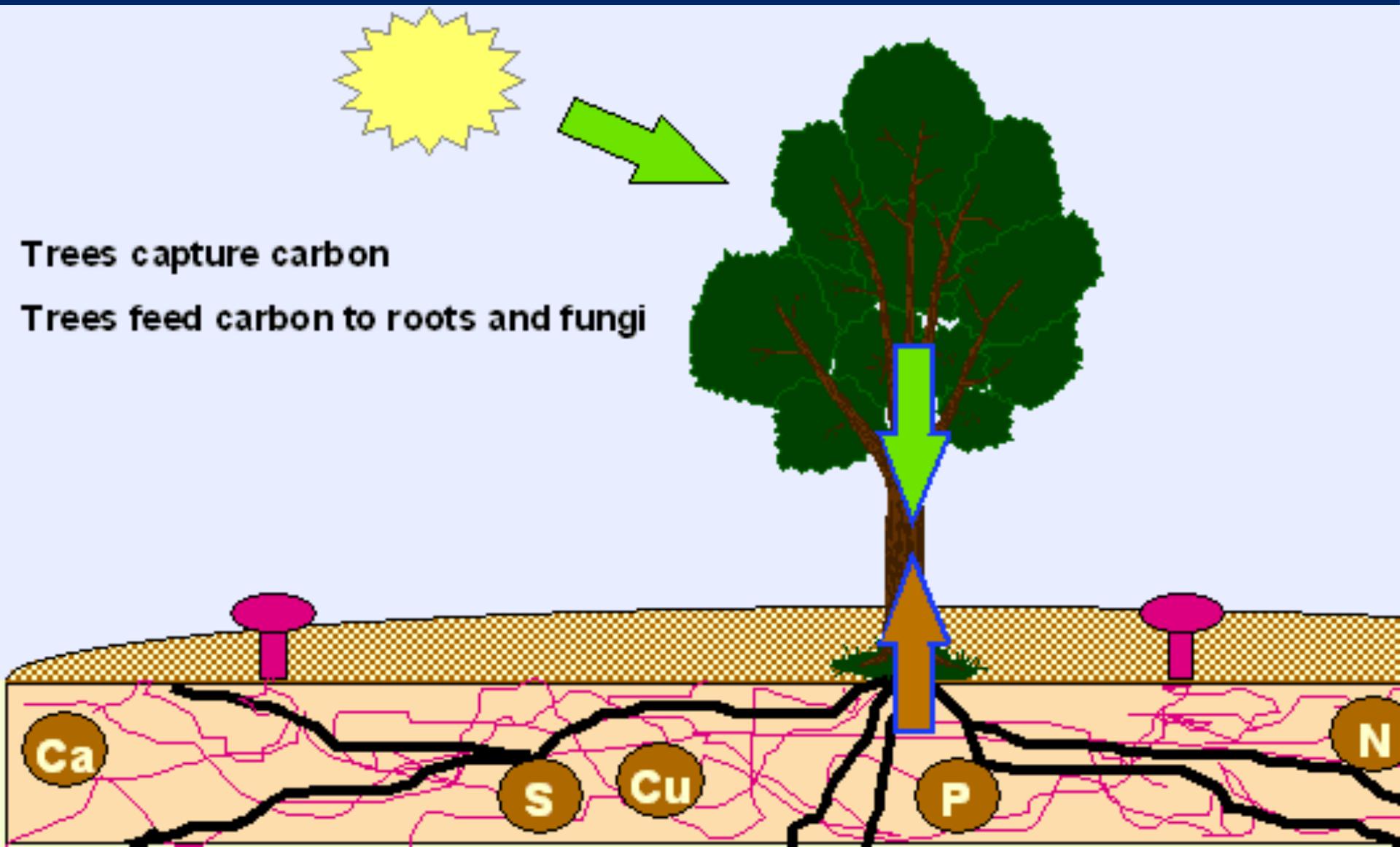
Although an analysis of discourse may seem odd and irrelevant to animal and poultry science

...

Although an analysis of discourse may seem  
odd and irrelevant to animal and poultry science  
... this type of examination is illuminating.

It may be necessary to reconsider several aspects of animal production relative to ideology, discourse, and practice...a real ethic of care and respect for animals must be embodied not just in our practices but also in the internal and external discourse of animal agriculture.  
(Poultry Science 2008)

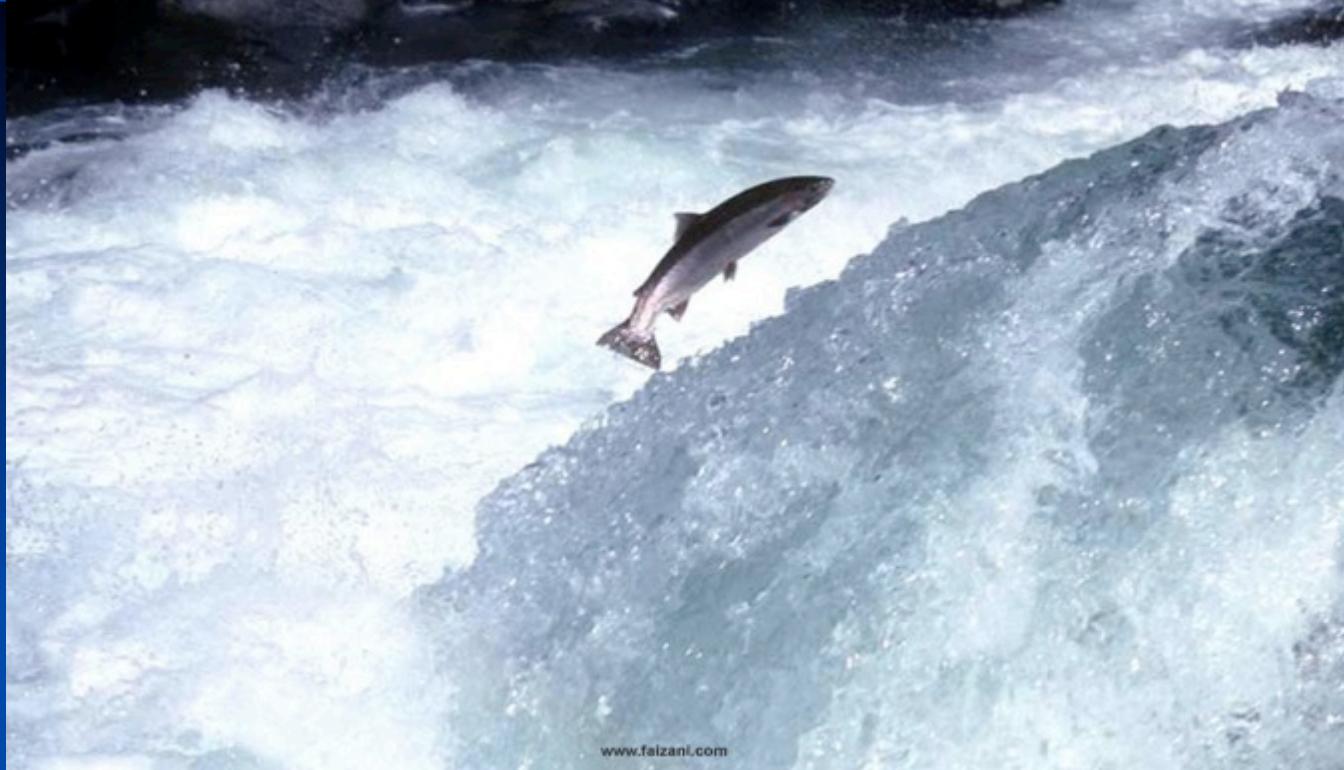
# Counter Discourses



# the discourse of ecology



*...the structural elements of an ecosystem are stocks of biotic and abiotic resources (minerals, water, trees, other plants and animals), which when combined together generate ecosystem...services (ecology textbook)*



Ecosystem services that have been degraded over the past 50 years include capture fisheries...At least one quarter of important commercial fish stocks are overharvested...  
(Millennium Ecosystem Assessment)

Dear Dr. Stibbe,

Many thanks for sending this article, which is extremely interesting! I very much appreciate this type of analysis and also think that your conclusions are quite correct. There is no question but that we framed the assessment in extremely anthropocentric terms...but ideally in the future assessments might be able to provide a better balance here. Thanks again for sending this to me and for your work!

Sincerely,  
Walt Reid

Director of the Millennium Ecosystem Assessment



# the discourse of conservation



## Adopt a tiger »

In the past 100 years, wild tiger numbers have plummeted by around 95%, to as few as 3,200. Help us protect the future of the world's largest big cat.

### Make a real difference

You can adopt Kamrita, a female Bengal tiger. Kamrita is one of the last 150 tigers left in Nepal. Kamrita represents all the tigers we help.

[Read more](#)



### We'll send you:



A cuddly toy tiger  
(optional)



My Tigers and Wild World magazine 3 times a year



## Adopt an orang-utan »

Within the last decade alone, orang-utan numbers have fallen by between 30 and 50%. Help us protect these gentle giants and their forest habitat.

### How you're helping the orang-utans

- ✓ Achieving pan-governmental agreement to conserve the Heart of Borneo
- ✓ Creating and extending protected areas of rainforest



## Adopt a dolphin »

Every year, thousands of dolphins accidentally drown in fishing nets. Help us reduce the threats to these intelligent, inquisitive creatures.

### How you're helping the dolphins

# the discourse of animal rights

In the animal liberation movement ‘The animals are nothing more than objects to which something is done. (Tester)



A landscape photograph showing a green field in the foreground, leading to a line of trees and then rolling hills or mountains in the background. The foreground is dominated by dark, silhouetted branches of a tree, creating a natural frame for the scene. The lighting suggests a bright day with some shadows from the branches.

alternative

discourses

# Ever calculated the real cost?



WASHG UP LIQ Eco Unfriendly	6.99
DOZ EGGS Factory Farmed	0.45
DESIGN TRAINER Oppress Regime	0.45
LRG SLICED BREAD Arms Manfctrer	2.82
100GMS POWDERED MILK Irrespbble Markets	0.89
LRG BREAKST CEREAL Polit Donatn	0.47
SGR SNAP PEAS Low Wage Labour	0.93
TOM PUREE Genetic Modfd	1.64
LRG FMLY SHAMPOO Animal Tested	0.92

## the discourse of new economics

## OLD ECONOMICS

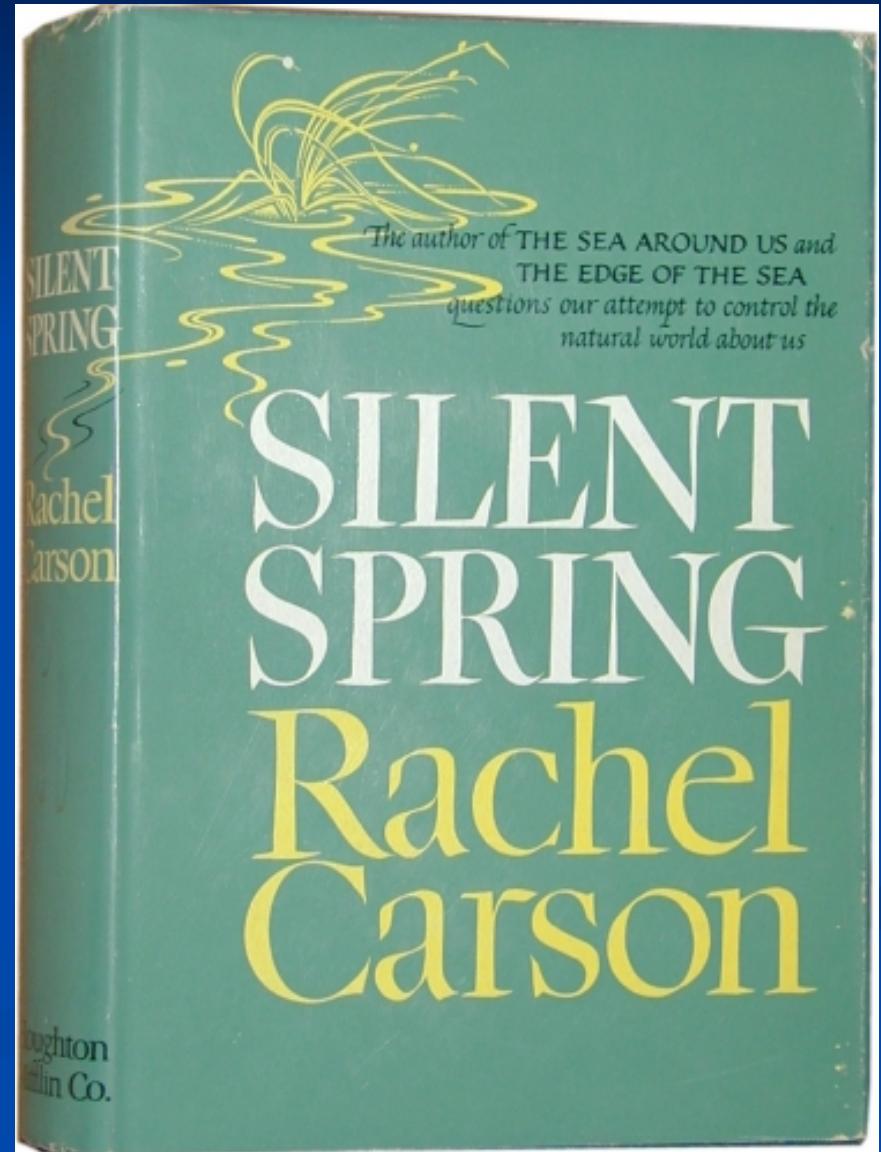
- ◆ consumers maximise their satisfaction through purchase
- ◆ consumers are never satisfied or satiated; *more is always better, even if just a little better.*  
(economics textbook)

## NEW ECONOMICS

- ◆ [moving away] from utilitarian efficiency, and towards our true state of gratitude: of reverence for what we have received and of desire to give equally, or better, from our endowment. We wish to leave the world a more beautiful place than we entered it. (Sacred Economics)

# The discourse of lyrical science

- ◆ For thousands upon thousands of years the salmon have known and followed these threads of fresh water that lead them back to the rivers. (p.122)



# the discourse of haiku



芭蕉句

玉庭書



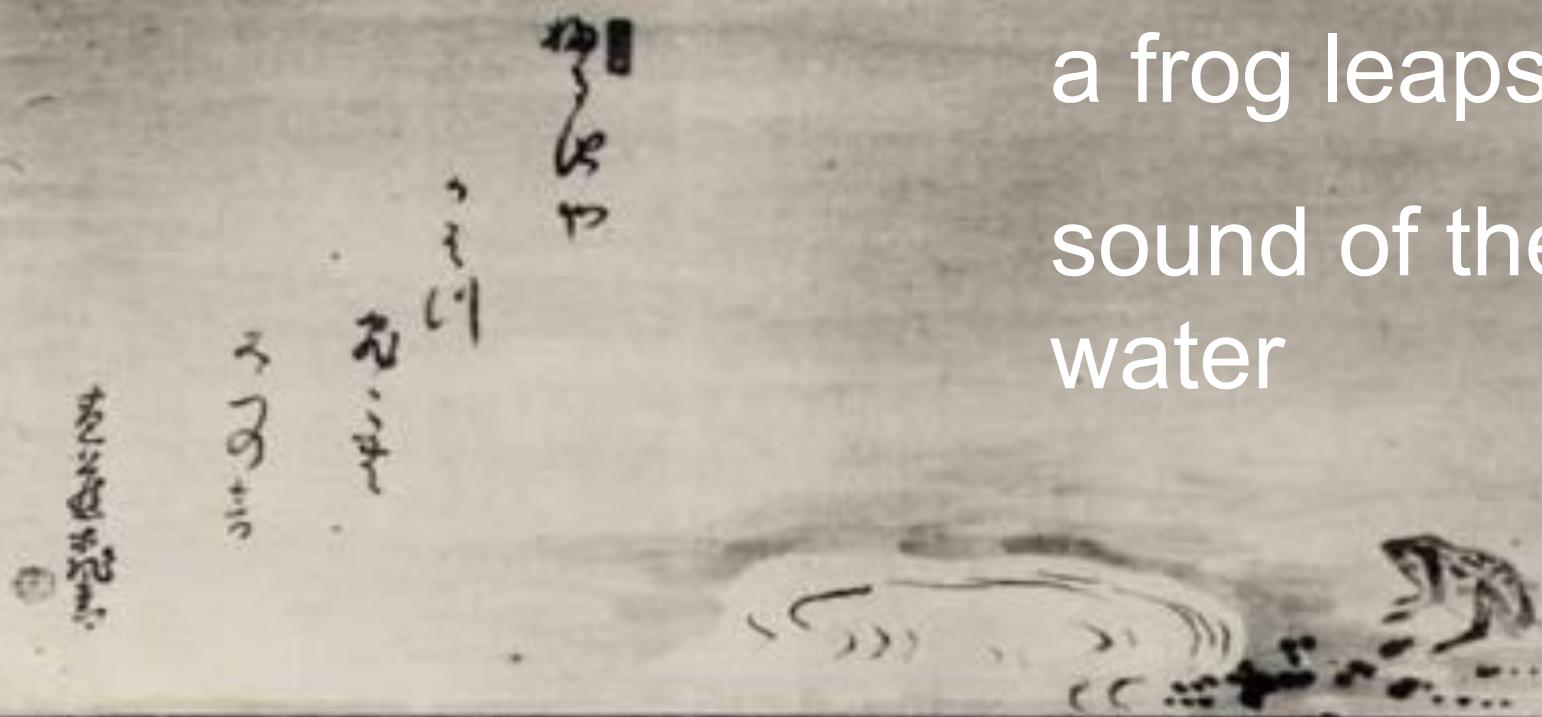
か  
わ  
ざ  
と  
す  
と  
の  
お  
と  
む  
る  
い  
け

haiku

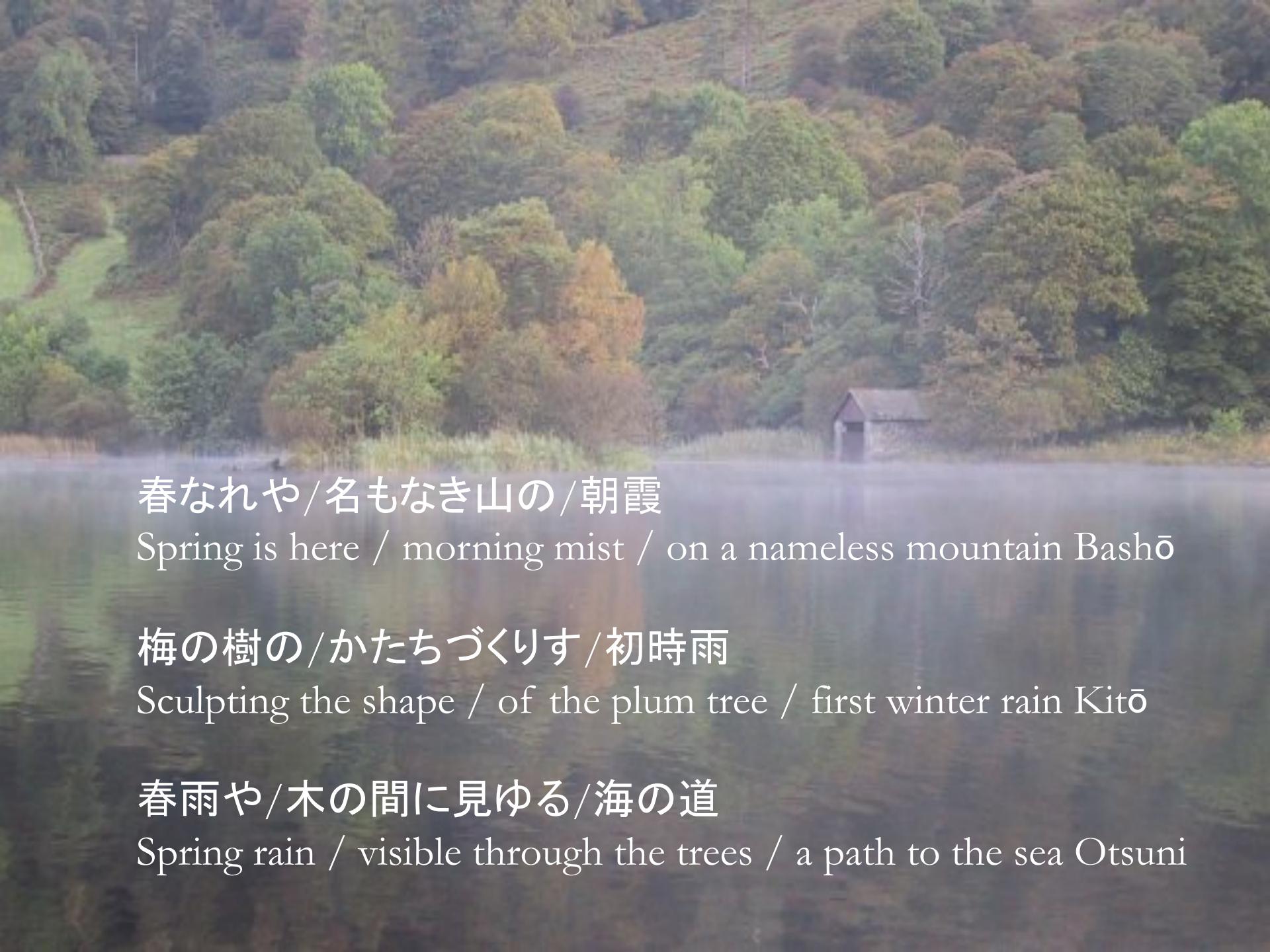
an old pond  
a frog leaps in  
sound of the  
water



an old pond  
a frog leaps in  
sound of the  
water



**An old ecosystem service provider  
A biotic component leaps in  
Sound of aquatic resource**

A photograph of a misty landscape. In the background, a mountain is covered with a dense forest of green and autumn-colored trees. In the foreground, a body of water is visible, with a small, dark wooden hut or pavilion situated on the shore. The overall atmosphere is serene and slightly mysterious due to the mist.

春なれや/名もなき山の/朝霞

Spring is here / morning mist / on a nameless mountain Bashō

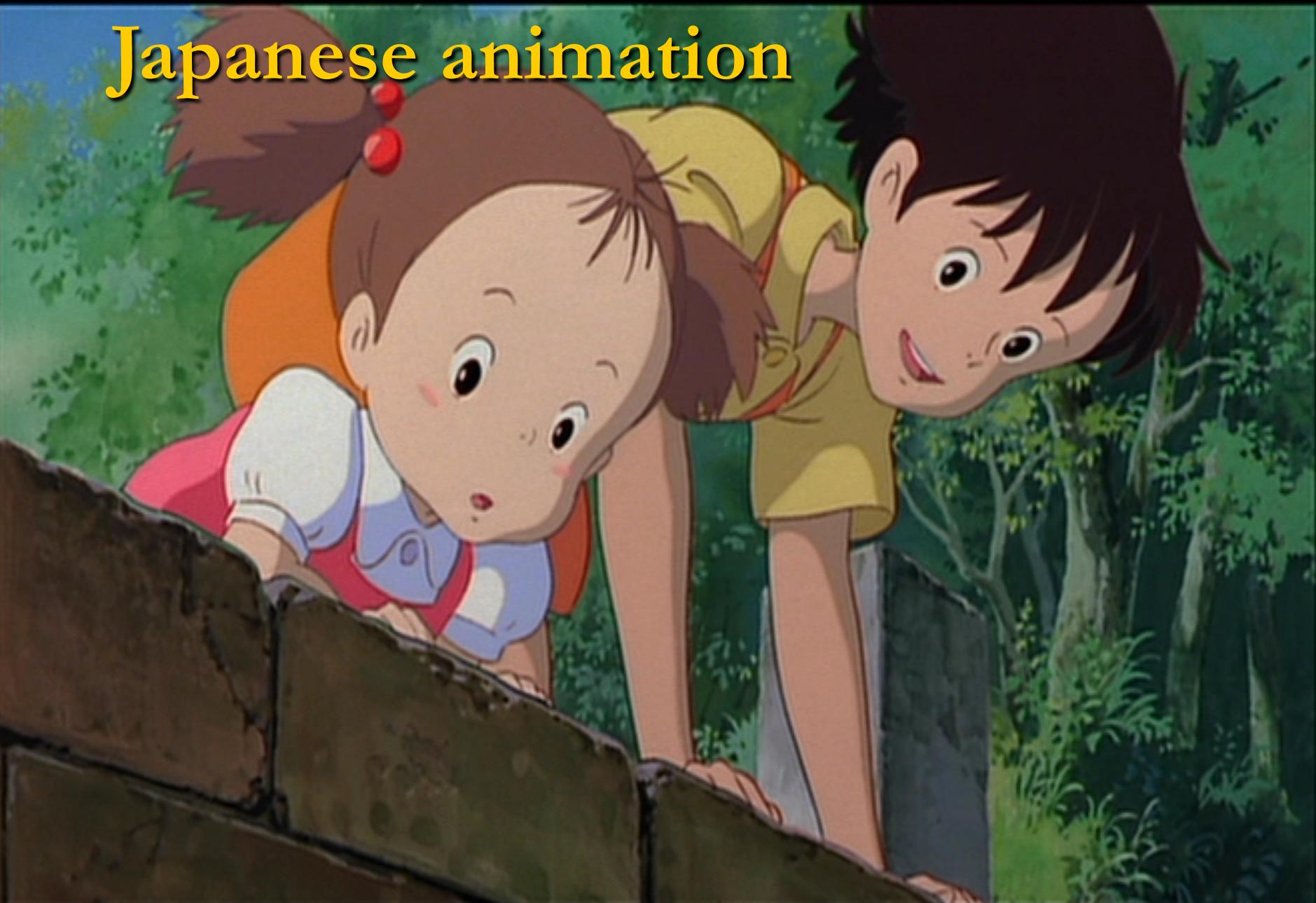
梅の樹の/かたちづくりす/初時雨

Sculpting the shape / of the plum tree / first winter rain Kitō

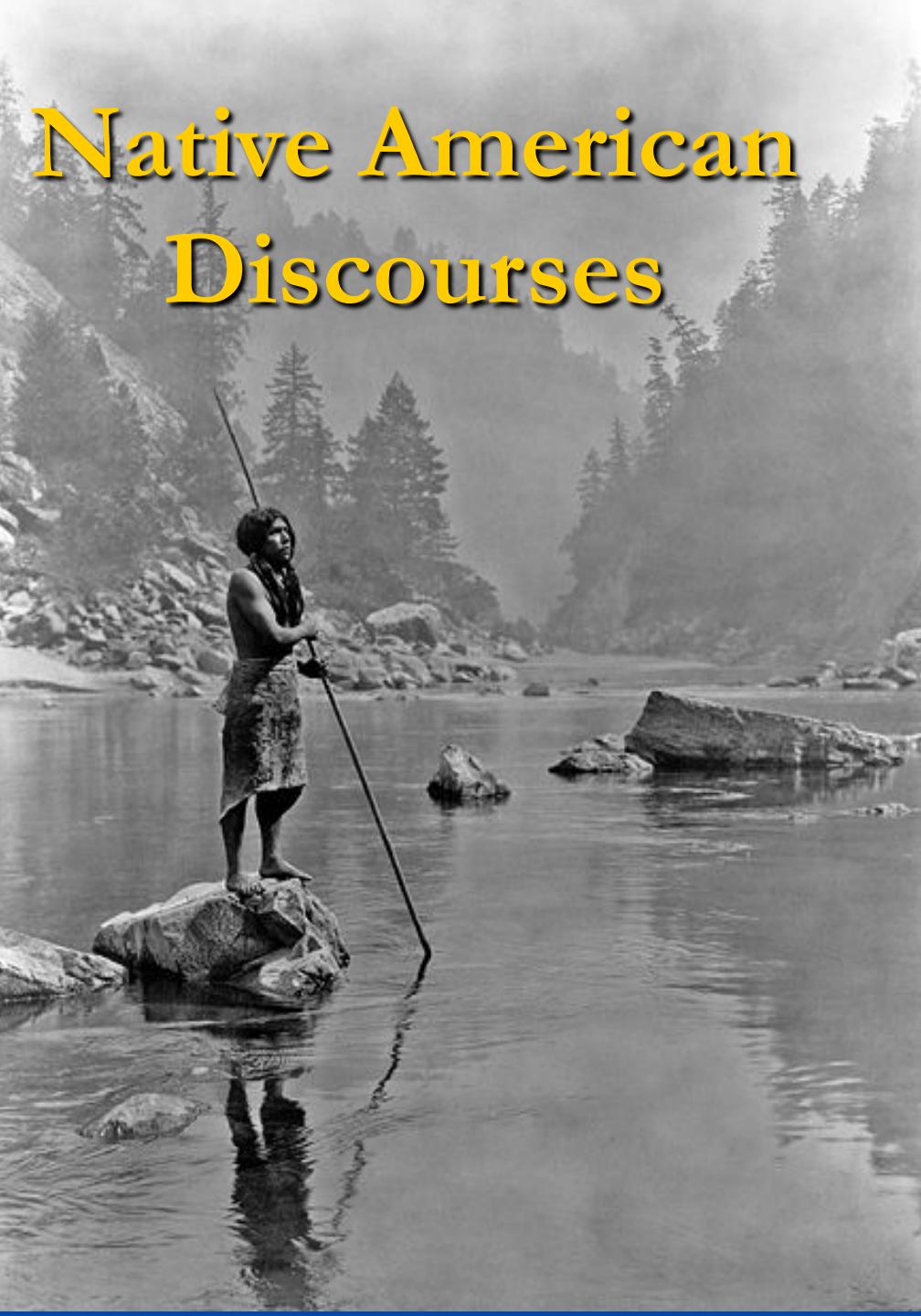
春雨や/木の間に見ゆる/海の道

Spring rain / visible through the trees / a path to the sea Otsuni

# Japanese animation



# Native American Discourses



Humankind has not woven the web of life. We are but one thread within it. Whatever we do to the web, we do to ourselves. All things are bound together. All things connect. ~ Chief Seattle, 1855

# Transition Discourse





Trans  
To  
Che

sition  
Wh  
enham

An illustration of a green landscape with a rainbow, wind turbines, and people. The text reads: "So it might be a good idea to plan what we'll do instead?".

# The Dark Mountain





We live in a time of social, economic and ecological unravelling. All around us are signs that our whole way of living is already passing into history.



- ◆ We believe that the roots of these crises lie in the stories we have been telling ourselves. We intend to challenge the stories which underpin our civilisation: the myth of progress, the myth of human centrality, and the myth of our separation from 'nature'. These myths are more dangerous for the fact that we have forgotten they are myths.
- ◆ Humans are not the point and purpose of the planet. Our art will begin with the attempt to step outside the human bubble. By careful attention, we will reengage with the non-human world...

# Political correctness

- ◆ 'bacon, ham, pork → 'pig flesh'
- ◆ 'pork producer' → 'pig enslaver'
- ◆ 'cull' is 'murder'
- ◆ 'farm' → 'confinement facility'
- ◆ farmer → 'nonhuman-animal exploiter'
- ◆ animal X other-than-human-being
- ◆ wild animal → free living non-human, non-"domesticated" nonhuman (Dunayer)



"You mean at a fast food counter it would list "murdered bovine with brutally massacred swine strips" when all I want is a bacon burger? What a JOKE!" (respondent)

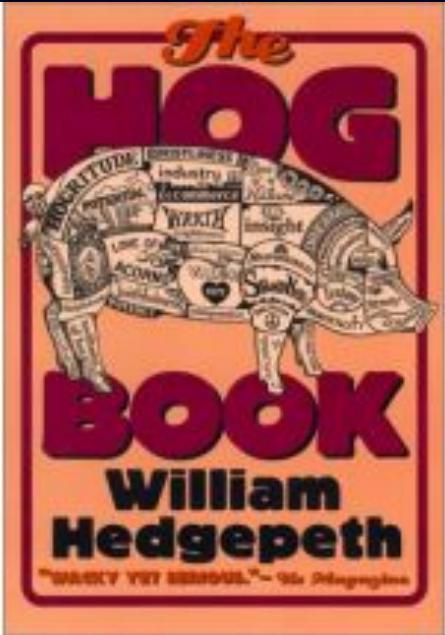
# Poetic activism

- ◆ **Richard Rorty** appreciates 'the power of language to make new and different things possible and important - an appreciation which becomes possible only when one's aim becomes an expanding repertoire of alternative descriptions rather than The One Right Description'

- ◆ **Kenneth Gergen** While verbal hygiene represents its prescribed alternatives as more accurate, truthful or 'correct', poetic activism promotes 'provocative and compelling ways of talking and writing, that unsettle common sense, taken for granted realities, and invite others into new dialogic spaces'

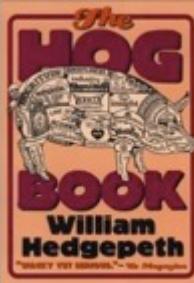
- ◆ **Gary Snyder:** It may be argued that what language does to our seeing of reality is restrictive, narrowing, limiting, and possibly misleading. “The menu is not the meal.” But rather than dismiss language we must instead turn right back *to* language. The way to see *with* language, to be free with it is to know mind and language extremely well and to play with their many possibilities

- ◆ **David Abram:** There can be no question of simply abandoning literacy, of turning away from all writing. Our task, rather, is that of *taking up* the written word, with all of its potency, and patiently, carefully, writing language back into the land. Our craft is that of releasing the budded, earthy intelligence of our words, freeing them to respond to the speech of the things themselves - to the green uttering-forth of leaves from the spring branches.

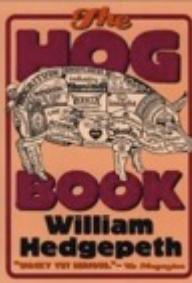


"Hog," to many people means any obscenely rotund beast with a tropism for mud who trundles filthily along oinking (Hedgepeth 1998, 21)

We rely upon the hog in many ways for support and for a sense of definition - definition of ourselves, for instance, as presumably superior, handsomer and all-round more legitimate creatures. It's in this way that we subconsciously employ the hog (ibid 200)



- ◆ The all-pervasive essence of Hog had resonated across time and insinuated itself deep into...our collective mind. [We are] awaiting some hopeful opportunity to transcend ourselves... [and pigs provide]...an ideal agent for inducing us to break our narrow containments...and thereby scale new heights of enlightenment and psychic liberation



- ◆ And so we go on about the routine exploitation of our hogs in the name of Agriculture or Industry & Commerce or Cheaper Pork; and in the end it all contributes to the vast-scale devaluation of life itself, for one cannot deny the legitimacy of another creature without diminishing one's own (Hedgepeth 1998:199)



## About

The Language and Ecology Research Forum is a network of 170 researchers from around the world who share ideas, opinions and articles about ecolinguistics. Ecolinguistics examines the influence of language on the life-sustaining relationships of humans with each other, with other organisms and with the natural environment. Research ranges from the impact of advertising discourse in encouraging ecologically damaging consumption to the power of nature poetry to encourage respect for the natural world. If you would like to join us then please click [join](#) in the top menu.



New book: [Animals Erased: discourse, ecology and reconnection with the natural world](#) by Arran Stibbe



[Ecolinguistics Bibliography](#)



[Articles](#): our collection of full text ecolinguistics articles



[Members' profiles](#): introducing some of our members



The articles below include the full archive of the journal *Language & Ecology*, as well as working papers, student articles and poems related to ecolinguistics. Articles can be referenced using the information at the top of the first page, or in the following format: "Author (date) Title. *Language and Ecology Research Forum*, available [www.ecoling.net/articles](http://www.ecoling.net/articles)". If you would like to publish an article here then please email it to Arran Stibbe ([astibbe@glos.ac.uk](mailto:astibbe@glos.ac.uk)). Articles need to be written accessibly and be clearly related to ecolinguistics.

### Ecolinguistics Articles

#### Environment and nature

Environmental Discourse in Public Debates in Poland: Relativization, Exclusion and Acceptance.  
by Magdalena Steciag. [Download](#)



- ◆ Sunbed industry
- ◆ Wedding industry
- ◆ Stuff magazine + the gadgeteer
- ◆ Navy recruitment advertisements
- ◆ Travel industry
- ◆ Credit card companies and financial discourse
- ◆ Dark mountain discourse
- ◆ Perfume and cosmetic advertisements
- ◆ Weather forecasting
- ◆ Native American and Japanese discourses
- ◆ Green Parenting magazines...