

Ecology in Politics: A Multimodal Eco-Critical Analysis of Environmental Discourse

Authors : Amany ElShazly, Lubna A. Sherif

Abstract : The entanglement of humans with the environment has always been inevitable and often causes destruction. In this respect, 'Ecolinguistics' helps humans to understand the link between languages and the environment. Stibbe (2014a) has indicated that 'linguistics', particularly, Critical Discourse Studies (CDS), provides an interpretation of language which shapes world views, while the 'eco' side maintains the life-sustaining interactions of humans and the physical environment. This paper considers two key ecological instances, namely: The Grand Ethiopian Renaissance Dam (GERD) as a focal point of political dispute and THE LINE project as well as Etthadar lel Akhdar (Go Green Initiative) as two examples of combating ecological degradation. 'Ecosophy' as explained by Naess (1996) is used to describe the ecolinguistic framework, which assesses discourse where the linguistic lens focuses on the use of metaphor, and 'Positive Discourse' framework, which resonates with respect and care for the natural world.

Keywords : ecosophy, critical discourse studies, metaphor, positive discourse, social semiotics, ecolinguistics

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