



ICE-6

International Conference on Ecolinguistics

**Language, Time and Sustainability:
Ecolinguistics For, With, After and
Against the Future**



For more information:
ecolinguistics-2022.uni-graz.at

We work for
tomorrow

University of Graz
Heinrichstraße 36

September 21–24, 2022

Plenary Speakers:

Barbara Adam (Cardiff University, UK)
Alwin F. Fill (University of Graz, Austria)
Andrew Goatly (Lingnan University, Hong Kong)
Miao Xingwei (Beijing Normal University, China)
Peter Mühlhäusler (University of Adelaide, Australia)

Local organisation: Hermine Penz, Eva Katharina Bauer and Lea Pesec

anglistik.uni-graz.at

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Greetings from the Conference Organizing Committee

Dear participants of the Sixth International Conference on Ecolinguistics (ICE-6) “Language, Time and Sustainability: Ecolinguistics For, With, After and Against the Future”!

We offer you a warm welcome, whether you are joining us from the premises of the University of Graz or online from one of the many countries all over the world where people are now working in the field of ecolinguistics.

ICE-6 continues the series of international ecolinguistics conferences which were initiated by Huang Guowen and Sune Steffensen, who have been responsible for promoting ICE conferences since the very beginning. We would like to express our thanks to them for providing this international forum to the study of ecolinguistics. We also thank the International Ecolinguistics Association, chaired by Arran Stibbe, for supporting the cause and for providing access to their extensive list of ecolinguists worldwide.

In view of the many imminent threats that all living beings are facing today, largely due to human activity, the title of our conference “Language, Time and Sustainability: Ecolinguistics For, With, After and Against the Future” aims to draw attention to the role of language and time in preventing but also in achieving sustainable ways of living. We are taking up Peter Mühlhäusler’s (2022) critique of the “time-poor approach to ecolinguistics” (see Mühlhäusler’s manuscript on “Time and ecolinguistics” distributed to the participants of this conference) to focus on time and temporalities in connection with language and ecology. In addition, Wilhelm Trampe’s view that the role of language in the sustainability debate has been neglected has also inspired us to make this aspect

our conference theme. We thus hope to provide a forum for discussing questions relating to the connection of language, time and sustainability.

While we want this to be the main theme of our conference, we also want to acknowledge the fact that ecolinguistics covers a wide range of other topics as well, and we would like this conference to provide space for these, too. Contributions that represent the ecology of language based on Haugen's (1971) application of the metaphor of ecology to language are part of the field as are studies applying ecological discourse analysis to various environmental issues such as climate change, water systems, human interaction with animals and plants, and many more. All of these will be represented in various contributions to this conference.

We aim to provide both a specific focus on the current conference theme, yet also a broader spectrum of ecolinguistic research. We hope that by creating an awareness of the importance of language in dealing with ecological issues, the necessity of taking action – both by the way we use language and beyond – will receive some impetus.

We invite you all to participate in our discussions and our attempts to safeguard a livable future for all beings and to engage in actions for our environment in your immediate contexts and beyond.

We are very much looking forward to an engaging and productive conference.

The Conference Committee

Hermine Penz, Martin Döring, Alwin Fill, Georg Marko, Wilhelm Trampe, Eva Katharina Bauer, Lea Pešec

Conference Programme at a Glance

	Wednesday, Sept. 21	Thursday, Sept. 22	Friday, Sept. 23	Saturday, Sept. 24
9:00		Plenary (on-site & online) Barbara Adam	Plenary (online) Miao Xingwei	Parallel Panels
9:30				
10:00		Coffee Break	Coffee Break	Coffee Break
10:30		Parallel Panels	Parallel Panels	Parallel Panels
12:00	Registration (12:00 – 16:45)			Presentation of IEA and discussion of publication opportunities
12:30		Lunch	Lunch	Conference Closing
13:00 – 13:10	Opening of Online Student Workshop			
13:30	13:10 – 14:40			Outing to Wine Region (Departure at 13:00, return to Graz by 19:00)
14:00	4 Student Presentations	Parallel Panels	Parallel Panels (online)	
14:30	14:30 – 15:00 Coffee Break			
15:00		Coffee Break	Coffee Break	
15:30	Online Student Workshop 4 Student Presentations	Parallel Panels	Parallel Panels (online)	
16:00				
16:30	Coffee Break			
17:00	Opening (Lecture Room 11.01) (on-site & online) Rektor Dr. Peter Riedler Hermine Penz and Conference Team	Plenary (Printed contribution in conference bag) Peter Mühlhäusler	Parallel Panels (online)	
17:30		17:00 Poster Presentations	17:25 – 17:45 Short Break	
18:00	Plenary (on-site & online) Alwin Fill		17:45 Plenary (on-site & online) Andrew Goatly	
18:30				
19:00				
19:30	Reception at City Hall			

Conference Programme

Day 1

Wednesday, September 21, 2022

Location: University of Graz, Heinrichstraße 36, ground floor

Lecture hall 11.01

12:00	Registration (12:00 - 16:45)
Panel 1: Opening of Online Student Workshop	
13:10 - 13:25	Braunsdorfer Johanna: The linguistic accessibility of the climate crisis
13:25 - 13:40	Dai Faye: The discursive construction of ecological ideologies in corporate environmental reports
13:40 - 13:55	Wenjin Wendy: Multimodal ecological discourse analysis of the official Beijing Tourism website
13:55 - 14:10	Baoyu Ma: An ecological discourse analysis of the commentaries of Planet Earth from the perspective of transitivity theory
14:10 - 14:40	Discussion
14:40 - 15:00	Coffee Break
Panel 2	
15:00 - 15:15	Zeniakin Oleksii: Prescriptive ecolinguistics or what scholars can really do to tackle the environmental emergency
15:15 - 15:30	Melker Sarah: Consumerism, environmentalism, and intergenerational relations in Acadian: medium or message?

15:30 - 15:45	Lu Jiarui: Ecological discourse analysis of the animal documentary from the ecolinguistics perspective: The case of our neighbor in wild
15:45 - 16:00	Festus Moses Onipede & Gabriel Abiodun Abioye: Like animals like human beings: An eco-critical metaphor discourse of leadership in selected poems of Niyi Osundare
16:00 - 16:15	Discussion
16:15 - 16:30	Discussion and round-up of student online workshop
16:30 - 17:00	Coffee Break
17:00 - 17:30	Conference Opening Opening address by Rektor Dr. Peter Riedler Opening words by Hermine Penz and conference team
17:30 - 18:30	Plenary 1: Alwin Fill: Ecolinguistics against Climate Change and for Peace (on-site & online)
18:30 - 19:00	
19:00 - 19:30	
19:30 - 21:30	Reception of the Mayor of Graz at the City Hall

Day 2

Thursday, September 22, 2022

Location: University of Graz, Heinrichstraße 36, ground floor

Lecture halls 11.01 and 11.02

	Lecture Hall 11.01	Lecture Hall 11.02
9:00 - 10:00	Plenary 2: Barbara Adam: Reflecting on Future Matters for Eco-Linguistics (on-site & online)	
10:00 - 10:30	Coffee Break	Coffee Break
Panel 3		Panel 4
10:30 - 11:00	Stibbe: Ecolinguistics and econarrative: from the beginning to the end of the world	Bellay & Le Roux: Creative writing workshops to collectively imagine a desirable future based on scientific foresight studies
11:00 - 11:30	Zurru: Ecological crisis and ticking clocks: verbal and non-verbal metaphors in ecological communication	Calderon: Can Spanish save Ladino?
11:30 - 12:00	Drury: Embedding animals in an ecosophy of sustainability for now and the future	Steciag: Everyday language practices of the inhabitants residing in the Polish-Czech border area: The study in sustaining ecolinguistics
12:00 - 13:30	Lunch Break	Lunch Break

Panel 5		Panel 6
13:30 - 14:00	Bauer: Rethinking our future: A comparative analysis of representations of the future in English and German newspaper coverage on climate change	Bang: A dialectical contribution to meet the new challenges for ecolinguistics
14:00 - 14:30	Marko: Talking about the future of vaquitas, okapis, and musk deer	Emma Xu Rao: The semantics of enclosed water places in Chinese?
14:30 - 15:00	Farmer: The discourses of technomodernism, new conservation and sustainability, and the linguistic framing of species recovery	Ferreira: Climate try-umph as time for language and language for time
15:00 - 15:30	Coffee Break	Coffee Break
Panel 7		Panel 8
15:30 - 16:00	Buonvivere: Sustainability across times and cultures: An analysis of Aotearoa New Zealand minister of foreign affairs' speeches	Rohmer: Linguistic relativity and environmental sustainability. Lessons drawn from a double language approach to the World Water Forum 2022 in Senegal
16:00 - 16:30	Alexander: How one company self-importantly claims to be safeguarding our planet and operating in a sustainable way while contributing to its destruction	Bortoluzzi: Plant representation and time frames in discourses to preserve ecosystems
16:30 - 17:00	Ponton: The countryside hour: Ecolinguistics and positive discourse analysis	Schalk-Unger: The effects of ecocentric language on Austrian environmental criminal law
17:00	Peter Mühlhäusler: Time and Ecolinguistics (available as print manuscript)	
17:00	Poster Presentations	

Day 3

Friday, September 23, 2022

Location: University of Graz, Heinrichstraße 36, ground floor

Lecture halls 11.01 and 11.02

	Lecture Hall 11.01	Lecture Hall 11.02
9:00 - 10:00	Plenary 4: Miao Xingwei: Unity of Humans and Nature: Ecologization in Mandarin Chinese as Ecological Care for the Life-sustaining Environment (online)	
10:00 - 10:30	Coffee Break	Coffee Break
	Panel 9	Panel 10
10:30 - 11:00	Dong: “Now or Never”. The role of “crisis” in accelerating green energy transition: The case of Denmark	Coroama-Dorneanu: Time and meaning in academic language learning communities
11:00 - 11:30	Steffensen & Baggs: Linguistic techniques for making climate change perceivable	Conti, Brombal & Szeto: Exploratory design of an ecological discourse analysis framework for Chinese texts
11:30 - 12:00	Penz: The temporal framing of climate change	Wink: Ecolinguistics through wildness, beauty, imagination: Transdisciplinary research through scholarly personal narrative and lilyology
12:00 - 13:30	Lunch Break	Lunch Break

Panel 11: Online Sessions - 20 minutes per slot		
13:30 - 13:50	Jiang Ting & Jin Shangran: Is it fair to Ladybugs and Cockroaches? Attitude and Underlying Story mirrored in Chinese Insect Names	
13:50 - 14:10	Nervino: #CEOCarbonNeutralChallenge: a social semiotic analysis of collective sustainability leadership	
14:10 - 14:30	Goshlyk: Sustainability online: Social media affordances for ecological identity construction	
14:30 - 14:50	Bertoldi: Temporalities in picturebook mediation: children's environmental education in read-aloud sessions	
14:50 - 15:10	Friday: Politicking lives and the redefining of social and political responsibilities in the Nigerian ecological disaster situation	
15:10 - 15:30	Coffee Break	Coffee Break
Panel 12		
15:30 - 15:50	Laparle: Gesturing toward the future: three metaphoric gestures for change in motivational talks	
15:50 - 16:10	Rafi & Fox: Ecological worldviews of multilingual Pakistani speakers: Implications for ecolinguistic planning	
16:10 - 16:30	Ly: The meaning of « le monde d'après » formula	
16:30 - 16:50	Bopp: Relatability to environmental threats through qualitative understandings of nature and time: experiences of organic farmers in Thailand and India	

16:50 - 17:10	Joubert: Historicity and identity in minoritized language speakers: multi-layered attitudes and grounding in the local space	
17:10 - 17:25	Discussion	
17:25 - 17:45	Short Break	Short Break
17:45 - 18:45	Plenary 5: Andrew Goatly: The Similarity and Contiguity Dimensions of Meaning and Ecology (on-site & online)	

Day 4

Saturday, September 24, 2022

Location: University of Graz, Heinrichstraße 36, ground floor

Lecture halls 11.01 and 11.02

	Lecture Hall 11.01	Lecture Hall 11.02
	Panel 13	Panel 14
9:00 - 9:30	Parncutt: Can euphemisms exacerbate global warming?	Russo: Elisabeth-Jane Burnett's <i>The Grassling</i> and the chronotopic vision
9:30 - 10:00	Hanell: Words of change. New words about climate, environment, and transformation	Viridis: Towards a beneficial definition of sustainability: An ecostylistic scrutiny of sources and texts
10:00 - 10:30	Döring: Enlanguaging' wind on the North German coast: An ecolinguistic perspective on an ephemeral entity in times of a changing climate	Bhatt: The Himalayan trees then and now: An ecolinguistics of short stories by Ruskin Bond
10:30 - 11:00	Coffee Break	Coffee Break
	Panel 15	Panel 16
11:00 - 11:30	Trampe: The role of language in the sustainability debate	Del Gaudio: Framing and reframing climate change through documentary film: An ecolinguistic analysis of imagined futures in <i>Seat at the Table</i>
11:30 - 12:00	Lamb: Political discourses and practices of multispecies communities: Encountering sea turtles in Hawai'i	Pešec: Through the lens of a music video and song lyrics: An analysis of the Flint Water Crisis and environmental racism

12:00 - 12:30	Presentation of IEA and discussion of publication opportunities	
12:30 - 13:00	Announcement of ICE-7 and conference closing	
13:00 - max. 19:00	Outing to Styrian Wine Region	Outing to Styrian Wine Region

Poster Presentations

Location: Foyer in front of lecture halls 11.01 - 11.02

Aschauer: Is green growthism our solution? The rhetoric of growthism in COP 26 speeches
Meyer: Writing for future generations – A corpus and critical discourse analysis of sustainability and its communication in the raw material sector
Vermenych: Metaphoric representation of war and nature in documentary films

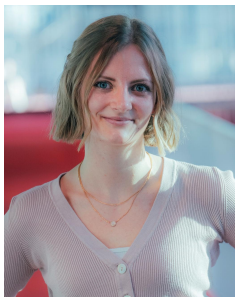
Organizing Team

Hermine Penz



Hermine Penz is Associate Professor at the English Department of the University of Graz. Her main research lies in the fields of discourse analysis, pragmatics and sociolinguistics with a focus on language and culture and ecolinguistics. She has worked in the field of ecolinguistics since the mid 1990s and has organised conferences, published articles and co-edited several books in the field. She is co-editor (with Alwin F. Fill) of *The Routledge Handbook of Ecolinguistics* and is associate editor of the journal *Pragmatics and Society* (editor-in-chief: Jacob L. Mey).

Eva Katharina Bauer



Eva Katharina Bauer is currently enrolled in the European Joint Master's Programme in English and American Studies at the University of Graz and will spend her final semester at the University of Paris, France. She supports both the Institute of English Studies and the Center for Inter-American Studies at the University of Graz in the capacity of a student assistant. Her academic interests mainly revolve around socio- and psycholinguistics as well as feminist and African American literature. Her current research focuses on the role of temporalities of environmental issues within ecolinguistics.

Lea Pešec



Lea Pešec is a student in the European Joint Master's Programme in English and American Studies at the University of Graz. She has obtained two Bachelor's degrees in English Language and Literature and Sociology from the University of Zadar in 2020. Lea has worked as a student assistant at the Center for Inter-American Studies and at the Institute of English Studies, University of Graz. Her research is focused within the field of cultural studies, more specifically, gender studies, age/aging studies and media studies. She is currently writing her MA thesis on representations of queer bodies, identities, and experiences.

Anna Aschauer (not present on site)



Anna Aschauer is a Master's student in English and American Studies at the University of Graz and is currently on exchange at the City College of New York. Her interests include ecofeminist analysis, sociolinguistics, and ecolinguistics. She is particularly interested in the reciprocal relationship between capitalist narratives and the exacerbation of climate change. In the capacity of a student assistant she has supported the organizational team leading up to the Ecolinguistics conference.

Plenary Lecturers: Abstracts and Biographies

Barbara Adam

Cardiff University, United Kingdom



Barbara Adam is emerita Professor at Cardiff University, Affiliate Scholar at the Institute of Advanced Sustainability Studies, Potsdam and Distinguished Schumacher Fellow at the Schumacher Institute, Bristol. The social temporal has been the primary intellectual project of her academic career, resulting in five research monographs, numerous edited books and a large number of articles in which she brought time to the center of social science analysis. This focus facilitated a unique socio-environmental theory, whose relevance transcends disciplines and is taught across the Arts and the Humanities as well as the Social and Environmental Sciences.

On the basis of this work, she has been awarded two book prizes as well as numerous theory-based research grants and fellowships. She is founding editor of the journal *Time & Society*.

Plenary Talk: Reflecting on Future Matters for Eco-Linguistics

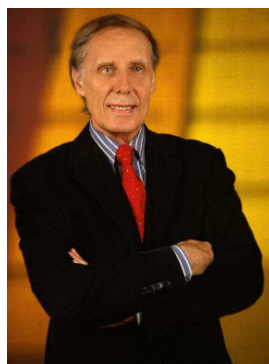
(Thursday, September 22, 9:00 - 10:00, on-site & online)

In this presentation I explore issues that arise with a focus on time-ecological future matters where time and the future no longer form a taken-for-granted backdrop to analyses and the futurity of ecological processes is brought into high relief. My starting point to this presentation is a poetic reflection on time as the connective tissue of life and existence which brings to the fore temporal complexity, processuality and implicit assumptions. Foregrounding what tends to be hidden in the background allows for processes rather than their outcomes to take centre stage of the analysis, which further unsettles understanding, challenges assumptions and

directs attention to some deep structural issues of language. It highlights the need for change away from object-thinking and binary logics towards a systemic temporal perspective, appropriate to the Anthropocene. I conclude the presentation with a poetic reflection on futurity, which distils into visual form the points raised during the presentation.

Alwin F. Fill

University of Graz, Austria



Alwin Fill is Professor Emeritus of English Linguistics at the University of Graz (Austria). He studied English and Latin at the University of Innsbruck and undertook further studies at Queen’s College (University of Oxford, UK) and the University of Michigan (Ann Arbor, USA). His main research interests are ecolinguistics, language and suspense, the impact of language, and linguistics for peace. He has published books on all of these topics; in 2018, his *Routledge Handbook of Ecolinguistics* appeared (co-ed. with Hermine Penz). His books on Ecolinguistics include *The Ecolinguistics Reader* (ed. with P. Mühlhäusler, 2001) and *Sustaining Language. Essays in Applied Ecolinguistics* (ed. with Hermine Penz, 2007).

Plenary Talk: Ecolinguistics against Climate Change and for Peace

(Wednesday, September 21, 17:30 - 18:30, on-site & online)

Among the topics not yet dealt with in ecolinguistics, Mühlhäusler (2020: 4) mentions the following: “Military Expenditure and Conflict”. In 2022, this topic has become particularly urgent to be dealt with. Michael Halliday criticized certain features of grammar which are due to our thinking. “What we can do is [...] to show how the grammar promotes the ideology of growth, or growthism”

(Halliday 2001: 196). According to Halliday, this ‘ideology’ may have two consequences: one of them is war, which mostly follows from some leader wishing to make his empire larger; the other one is “the destruction of the entire planet as a habitable environment” (2001: 197). Thus Halliday at a comparatively early time (in 1990!) showed the linguistic background of both the origin of war and of what we now call climate change. As linguists, it is our duty to make all users of language aware of this. A topic connected with this is whether non-European languages also feature growthism. It is quite possible that certain African or indigenous Australian languages do not favor growthism, so that the people speaking them are not implicated in climate change. This will have to be investigated in the near future.

Andrew Goatly

Lingnan University, Hong Kong



After studying English at Oxford University, and obtaining his PhD at University College London, supervised by the late Randolph Quirk, **Andrew Goatly** embarked on a teaching and research career in colleges and universities in the UK, Rwanda, Thailand, Singapore, Austria, and Hong Kong. He is now retired in Canterbury, UK, but remains an Honorary Professor of Lingnan University, Hong Kong. His books include *The Language of Metaphors* (Routledge 1997, revised edition 2011), *Critical Reading and Writing in the Digital Age* (2nd edition with Preet Hiradhar, Routledge 2016), *Washing the Brain: Metaphor and Hidden Ideology* (Benjamins 2007), *Explorations in Stylistics* (Equinox 2008), and *Meaning and Humour* (Cambridge 2012). His latest book in press is *Two Dimensions of Meaning: Similarity and Contiguity in Metaphor and Metonymy, Language, Culture, and Ecology* (Routledge 2022). He has also compiled an online interactive database of English metaphors with Chinese translations, Metalude.

Plenary Talk: The Similarity and Contiguity Dimensions of Meaning and Ecology

(Friday, September 23, 17:45 - 18:45, on-site & online)

According to Jakobson (1987), and as supported by research into language processing associated with Wernicke's and Broca's areas of the brain (Ardila 2010), meaning can develop along the similarity or contiguity dimensions. The similarity dimension (Wernicke's area) is associated with paradigms, metaphor, nouns, abstraction, and classification, while contiguity (Broca's area) is associated with syntagms, metonymy, verbs/clauses, contextuality and interrelation. The contiguity dimension has two aspects – local and global (Goatly 2022). This lecture discusses various aspects of these two dimensions in relation to ecology and its crises. Classification is dependent on similarity and, obviously enough, taken to extremes this militates against diversity, cultural, and more to the point, biological. This is especially the case with the extreme forms of similarity-based meaning, money and mathematics. The commodification of nature, celebration of GDP growth and the application of mathematical models to ecology are perverse consequences of this extremism. Resistances to classification and insistence on individuation are paramount in the philosophy of Duns Scotus and Daoism, with their respective synonymous concepts of haecceitas and ziran. The poet Gerard Manley Hopkins celebrated haecceitas in his poem 'As Kingfishers Catch Fire'. However, if similarity has its dangers so does limiting meaning to local contiguity. Amitav Ghosh laments the fact that the contemporary European novel (Ghosh 2016) is too time-restricted and local to admit the global forces shaping our ecology, despite his own attempts to remedy this in *The Hungry Tide* (Ghosh 2004, Zurru 2017). Important philosophical, ecological and physical theories recognise these global contiguities in a web of interconnected processes. These include, as well as Scotism and Daoism, Gaia theory, chaos theory, relational theory and quantum theory (Corning 2002, Rovelli 2021). 'Sonnet' by Alice Oswald is a good example of a poem which recognises interconnected processes spanning vast tracts of time. However, language cannot escape the similarity dimension, given our meaning-making and patterning instincts (Lent 2017). The best we can hope for is maintaining a diversity of voices, from different languages/cultures, using a variety of metaphors and narratives, which can communicate in evaluative dialogue with each other.

Peter Mühlhäusler

University of Adelaide & Linacre College University of Oxford



Peter Mühlhäusler, MA (Oxon); M.Phil, Ph.D. FASSA, grew up in the Black Forest and discovered his interest in language and nature at the Bertholdsgymnasium Freiburg where he learnt a number of languages other than his native Alemannic: Latin, Greek, French, English and High German. He chose biology as his special Leistungsfach. He obtained his Hons,-BA in Afrikaans-Dutch from the University of Stellenbosch (South Africa); his MPhil in Linguistic Science from the University of Reading (UK) and his Ph.D. in Pacific Linguistics from the Australian National University. He taught at the Technical University of Berlin (1976 -1979) and in the University of Oxford (1979-1992) before becoming Foundation Professor of Linguistics at the University of Adelaide (South Australia). He is currently Emeritus Professor at Adelaide and Supernumerary Fellow of Linacre College University of Oxford and continues working with the speakers of endangered Aboriginal languages of South Australia. For the last 25 years he has been working with the descendants from the Mutiny on the Bounty on Norfolk Island to preserve and revive Nor'k language and culture. Peter Mühlhäusler wrote his first ecolinguistics paper in 1982 and has published extensively on this topic and taught ecolinguistic courses at four universities. He lives with his wife in Stirling in the Adelaide Hills, and works in his large garden stocked with organic fruit and vegetables.

Printed Contribution: Time and Ecolinguistics

My paper is an attempt to bring together a wide range of perspectives that would seem necessary to help ecolinguistics attain its aim of providing a truly holistic perspective. The paper builds on the chapter on temporal dimensions in Greenspeak, some of the observations in Trampe (1990 chapter 6); my own long-standing involvement in time-based approaches to language (e.g Mühlhäusler 1996; 2003; 2008) and my empirical work on the Norfolk language over three decades. There are three parts to this paper: First a brief look at different concepts of time; second, a general critique of a time-poor approach to ecolinguistics and, finally, some observations on Pitkern and Norfolk perceptions of time. These two closely related languages are spoken by people whose perception of time dramatically differs from the Standard Western one. Without greater attention to temporality ecolinguistics will not be able adequately to deal with a wide range of ecological phenomena.

Miao Xingwei

School of Foreign Languages and Literature, Beijing Normal University



Miao Xingwei, professor and dean of School of Foreign Languages and Literature, Beijing Normal University. He holds an M.A. degree in TEFL (Beijing Foreign Studies University, 1994) and a Ph.D. degree in linguistics (Fudan University, 1999). His research interests include ecolinguistics, functional linguistics, discourse analysis, pragmatics, stylistics and applied linguistics. He is currently Director of China Stylistics Association, Vice Director of China Ecolinguistics Association, Vice Director of China Discourse Studies Association, Vice Director of Association of English and Chinese Discourse Analysis, Managing Director of China English Language Education Association, and Managing Director of China Pragmatics Association. He has published 6 books and more than 90 academic articles. His major publications include *The Discourse Functions of Pragmatic Presupposition* (Suzhou University Press, 2000), *A Contrastive Study of Cohesion in English and Chinese* (co-authored)

(Shanghai Foreign Language Education Press, 2001), *An Introduction to Functional Linguistics* (co-authored) (Shanghai Foreign Language Education Press, 2004), *A Discourse-Pragmatic Study of English and Chinese* (Shanghai Foreign Language Education Press, 2010), *Discourse Analysis: From Theory to Practice* (Shanghai Foreign Language Education Press, 2020), *Discourse Analysis of Chinese* (Foreign Language Teaching and Research Press, 2021).

Plenary Talk: Unity of Humans and Nature: Ecologization in Mandarin Chinese as Ecological Care for the Life-sustaining Environment

(Friday, September 23, 9:00 - 10:00, online)

The concept of “unity of humans and nature” (天人合一), which lies at the centre of Chinese philosophies such as Taoism and Confucianism, maintains that the human being is an integral part of nature and thus calls for harmony between humans and nature. What underpins unity of humans and nature is the life-sustaining relationship of humans with the environment and with other forms of life (Stibbe, 2015), which contributes to developing and achieving sustainable ways of life. Unity of humans and nature has been an important ecosophy for the Chinese people in treating the natural world, as exhibited in particular in the ecological care for the environment and other forms of life. This ecosophy in turn is shaped through Mandarin Chinese in terms of ecologization (Fill, 2001), as evidenced in the formation of Chinese characters and expressions that suggests ecological embeddedness of human existence (Nash & Muhlhausler, 2014). In the formation of logographic Chinese characters, radicals are very often derived from pictographic symbols of the environment associated with plants, animals and the universe. The formation of many ideographic Chinese characters is also ecologically motivated and thus reflects social interaction between humans and the environment. In the formation of expressions, ecologization is realized by means of empathy for nature and identification with nature. As the linguistic manifestation of unity of humans and nature, ecologization in Mandarin Chinese is not only ecologically motivated but also care-oriented, and thus emphasizes the interconnectedness of humans and nature on the one hand, and inspires people’s ecological care for the life-sustaining environment on the other.

Panels, Abstracts and Biographies

Day 1: Wednesday, September 21

Location: Lecture hall 11.01

Panel 1: Online Student Workshop

**Johanna Braunsdorfer (University of Vienna, Austria):
The linguistic accessibility of the climate crisis**

In addition to it not being an easy story to tell, the planetary crisis hasn't proved to be a good story. It not only fails to convert us, it fails to interest us. As Jonathan Safran Foer (2019) observed, stories about climate change usually fail to interest the reader, let alone motivate to take action. The salient question then is what makes a story effective in capturing the scale and severity of the crisis without terrifying the reader into paralysis? This paper will attempt to offer one possible answer. It shows that the linguistic accessibility of the climate crisis is a key factor in effective communication about climate change. Building on and intertwining previous research on the role of language and culture in the process of adapting to and developing solutions for environmental problems, this paper will focus on literature as such a tool. Specifically, the literary genre of climate fiction demonstrates much potential in overcoming and changing the prevailing

narrative of despair and guilt into one of motivation and hope. Using the examples of *Gun Island* and *The Ministry for the Future*, this paper explores how the genre of climate fiction seeks to narrate the environmental crisis. The chosen contemporary works of climate fiction explore different cultural specificities, worldviews and perspectives by employing various stylistic and linguistic methods such as untranslated foreign languages and symbols. This paper will explore, in short, the importance of a multidimensional approach to making vital information about the climate crisis accessible and tangible.

Johanna Braunsdorfer is a Master's student of Anglophone Literatures and Cultures and Translation at the University of Vienna. Over the course of her studies, she spent one semester at the University of Malta and one semester at the University of Manchester. As part of her training to become an academic writing mentor, she published an article on the benefits of language-reflection exercises in the academic

writing process. She is currently writing her Master's thesis on gender inequality during the COVID-19 pandemic in Austria and the UK, a topic she plans to pursue further in a PhD project.

Dai Faye (Beijing Normal University, China): The discursive construction of ecological ideologies in corporate environmental reports

Corporate environmental reports are voluntarily published to provide an account of corporations' achievements and their future goals regarding environmental sustainability (Pollach, 2014, p. 349). As the discourses that may potentially impact human behaviours towards the environment, they have so far received little attention in ecological discourse analysis. Thus, based on systemic functional linguistics and critical discourse analysis, this study conducts an ecological analysis of Apple's 2020 Environmental Report. Besides, this study also identifies three discursive strategies by combining a systemic-functional approach with the strategic analysis, i.e., positioning strategy, defining strategy, and legitimating strategy. It aims to reveal the ecological ideologies constructed in the report and lexicogrammatical realization in the discursive construction of these ideologies. The analysis shows that the ecological ideologies behind the report include both beneficial and destructive ecological ideologies. Beneficial ecological ideologies highlight corporations' responsibility for

environmental protection, the significant role of corporations and governments in sustainable development, the coexistence of business challenges and opportunities, the essentiality of nature and resources, and the severity of ecological issues. Destructive ecological ideologies mainly convey the stories of product promotion and consumerism. In addition, with the help of analytical data and statistical analysis software, this study provides insights for statistically judging the ecological orientation of discourses. The findings of this study also have some implications for environmental reporting and sustainable development in light of climate change and corporate environmental responsibility.

Dai Faye is a PhD student at Beijing Normal University, China. Her research interests include functional linguistics, discourse analysis, and ecolinguistics.

Wenjin Wendy Qi (Yuncheng University, Shanxi Province, China): Multimodal ecological discourse analysis of the official Beijing Tourism website

Tourism websites have become one of the new media models for promoting destination tourism resources and constructing destination images in the Internet age. The website tourism discourse also conveys the values and ideology of the concerned parties. This study integrates the ecosophy of "Diversity and Harmony, Interaction and Co-existence" and

multimodal discourse analysis to construct a comprehensive visual analytical framework, and carries out quantitative and qualitative analysis on the visual semiotic resources of the five tourism types from the official Beijing Tourism website, including cultural tourism, recreational tourism, historical tourism, architectural tourism and religious tourism. The analysis shows that the investigated website tourism discourse constructs a destination image through a multiplicity of tourist resources. Meanwhile, it also delivers ecological values of people-orientedness and harmonious coexistence in narrating a visual eco-story of Beijing where ecological relationships among man, nature and society develop. This study provides a feasible analytical framework for the multimodal analysis of website discourse, and offers empirical implication for the Chinese tourism industry to improve national and international communication and construct the national image of an ecological power in the post-pandemic era.

Wenjin Wendy Qi is currently a Lecturer at the School of Foreign Studies, Yuncheng University, Yuncheng, Shanxi Province (China). Her PhD thesis focuses on multimodal analyses of online tourism discourse. Her main research interests include ecolinguistics, social semiotics, tourist destination image, and language education. Her publications include “Constructing online tourist destination images: A visual discourse analysis of the official Beijing Tourism website” (2021), “The construction of teacher identity in

education for sustainable development: The case of Chinese ESP teachers” (2021), and “Research on ecological education for business English majors in China” (2021).

Alice Baoyu Ma (Renmin University of China, China): An ecological discourse analysis of the commentaries of *Planet Earth* from the perspective of transitivity theory

From the perspective of transitivity theory, the commentaries of the nature documentary *Planet Earth* on the experiential level will be analyzed by identifying the processes, participants, and the relevant circumstantial components. The purpose is to find the language representations beneficial to ecological protection, and then promote the use of beneficial discourse, resist destructive discourse and improve ambivalent discourse. It is found that in the Process system, material processes hold the highest frequency in the commentaries. It shows that the production team is inclined to use a large number of material processes to show the living status and daily activities of different members in ecosystems and their close connections. Relational processes hold lower frequency than material processes. The documentary uses relational processes to reveal the diversity of the ecosystem and the potential threat. Mental processes have the lowest frequency but their function cannot be ignored. Through mental processes, the documentary highlights the initiative of animals and plants and the idea of anti-anthropomorphism. In

the Participant system, the frequency of human participants is very low and the existence of human participants is intentionally weakened. Non-human participants are either set in individual ways as the telling center of the stories, or in groups, highlighting their rich identity composition and intrinsic value. The subjectivity of non-human participants was emphasized by the strategic assignment of participant roles.

Alice Baoyu Ma is a Master's student from the School of Foreign Languages, Renmin University of China. She received her bachelor's degree in English Linguistics and Literature at Hainan University. Her research interests are Systemic Functional Linguistics, discourse analysis and ecolinguistics. She participated in several conferences and seminars on those topics and has introduced her studies in the parallel sections. She hopes to delve deeper into ecolinguistics through inspiring communications with scholars from related research field.

Panel 2: Online Student Workshop

Oleksii Zeniakin (National Technical University “Kharkiv Polytechnic Institute”, Ukraine): Prescriptive ecolinguistics or what scholars can really do to tackle the environmental emergency

Each and every scientific discipline has its own goal, object, and methodology. It is not a secret that ecolinguistics according to C. Hagège is the study of how “natural phenomena are <...> integrated into languages <...>” (Hagège, 1985). So, the main goal of this discipline is to unmask how our environment is presented in the mirror of the human language. The object of this research field comprises the great variety of all the discourses, concepts, and narratives that appear as a result of the human. However, for

our language is not only the instrument of cognition but a basic device for attitude formation, it is of paramount importance not only how the language is being used, yet how it ought to be used. In this paper, we shall present a point that descriptive linguistics analysis is not an exhaustive and only way for ecolinguistics to study the language and draw others' attention to the problems that appear when this or that parole is used to describe the nature. We argue that language strategies can be *prescribed* i.e. explained how to use them effectively to create such stories-we-live by (Stibbe, 2015) where there is no room for knowledge gaps or language misuse (cf. Lakoffs “hypocognition” (Lakoff, 2010)) when touching the environment issues (Mühlhäusler, 1999). There

are many options that ecolinguists can opt for to stop just describing how natural phenomena are insufficiently covered in media or literature but to concentrate primarily on what ecolinguistics can do instead to make the situation change here and now. This can include creating the Ecolinguistics Index of Literature, writing new children's stories and various textbooks in different disciplines etc. where ecologism would be the core value system. It also includes creating new teaching techniques and media narratives that will give way for ecocentrism to replace anthropocentrism. Overall, it is a study of how the human parole when used by an ecolinguist can make the world literally greener.

Oleksii Zeniakin is a young researcher and an advocate of eco-practices from Kharkiv, Ukraine. After defending his Master's thesis on ecolinguistics, Oleksii has become eager to share an eco-friendly lifestyle in his community. His main research area includes ecolinguistics, cognitive linguistics, philosophy, psychology, semiotics, and pedagogy. Having M.A. (Hons) in Philology, he seeks optimal opportunities to implement ecology-based approaches into the sphere of communication and teaching. Oleksii actively tests his findings during his English classes at National Technical University "Kharkiv Polytechnic Institute". The main works of the researcher are now available on Language&Ecology website, as well as in the Scopus Elsevier database.

Sarah Melker (University of Graz, Austria): Consumerism, environmentalism, and intergenerational relations in Acadian: medium or message?

Ecolinguistics encompasses issues ranging across language diversity, environmentalism, and class or intergenerational contrasts. Research into the intersection of these themes has led to insights into class and ecology (Forte 2020), and generational differences in environmentalism (Nagel 2005). This case study combines the three themes, observing how they strengthen each other in a Positive Discourse Analysis lens (Stibbe 2018), and whether one message might take precedence in certain contexts. Three corpora have been compiled to investigate the intersection: (1) social media posts involving Acadian and ecological or generational issues; (2) a selection of song lyrics and images from an Acadian artist, Jonah Guimond; and (3) listener comments relating to Guimond's songs. Although Acadian is generally considered a variety of one of the two official languages of Canada, it is spoken in places where it is a minority and under-served language, such as in Nova Scotia, where Guimond is from. Guimond has produced several songs in a variety of Acadian which involves extensive borrowings from English. His texts, as well as some of the songs he covers from other artists, deal with themes such as consumerism ("Cool When Yer Old"), environmentalism ("Moosehorn Lake"), intergenerational conflict about values ("Stand There"), and the treatment of animals ("Le Hound"). Observations from the

three corpora show that regardless of theme, the songs generally motivate comments concerning the language. In contrast, social media posts from a wide range of users mentioning or employing Acadian tend to involve environmental issues, generational differences, and language diversity.

Sarah Melker teaches and carries out research at the Institute for English Studies, Karl-Franzens-Universität Graz, where she is enrolled as a doctoral student in linguistics. She holds degrees in French (Bryn Mawr, USA), urban planning (Institut d'Etudes Politiques de Paris, France), and forensic speech science (York, UK). Her professional background and long-term engagement include agriculture, academic translation, and art history.

Jiarui Lu (Pompeu Fabra University, Spain): Ecological discourse analysis of the animal documentary from the ecolinguistics perspective: *The Case of Our Neighbor in the Wild*

While the world has experienced rapid economic development, its ecological environment has also suffered damage owing to the excessive pursuit of industrial development in human beings. Therefore, the demand for ecological protection has surged, human society has begun to transform ecological civilization, ecological linguistics has

emerged, and eco-documentaries have become an essential subject in contemporary documentary creation. With ecological linguistics as the research perspective, this paper takes Halliday's metafunctional theory in functional linguistics, Stibbe's ecosophy, and ecological discourse classification as the theoretical framework and takes ecological discourse analysis as the research method. It discusses and analyzes the discourse characteristics of commentary and actual sound in the Chinese eco-documentary *Our Neighbor in the Wild*, determines the type of discourse, illustrates the construction of the relationship between humanity and nature, and reveals the ecological concepts and ideologies behind the discourse. Through the metafunctional theory analysis, this paper indicates that the beneficial discourse in the documentary demonstrates the ecological concept of harmonious coexistence between humans and animals, reflecting the ecological ideology of equality between humanity and nature. However, the destructive discourse shows that the documentary still has the concept of "anthropocentrism". Therefore, this paper affirms that eco-documentaries contribute to awakening people's ecological consciousness and establishing the correct ecosophy. Nevertheless, it also warns that eco-documentaries should be careful in their wording, advocate beneficial discourse, avoid and resist destructive discourse, and prevent affecting the correct orientation of ecosophy.

Jiarui Lu graduated from Pompeu Fabra University in Spain in July 2022 with a Master's degree in Discourse Studies. Her undergraduate major is Teaching Chinese as a Foreign Language, and her research interests are in Chinese grammar. Because of the linguistic foundation she accumulated during her undergraduate and Master's degree, and her passion for linguistic research, Jiarui Lu is currently looking for a suitable PhD position to continue her studies, hoping to turn her interest into research motivation and complete her research related to sociolinguistics and pragmatics.

Festus Moses Onipede & Gabriel Abiodun Abioye (University of Lagos, Akoka, Nigeria): Like animals like human beings: An eco-critical metaphor discourse of leadership in selected poems of Niyi Osundare

One critical area that Niyi Osundare's poetry addresses is nature - the physical environment inhabited by animals. His poetry is therefore classified as eco-poetry. Several studies on the poetry of Niyi Osundare have focused on traditional aesthetics, political power, exile and African experience (Ojaruega, 2015; Tsaaio, 2011; Nwangbara, 2008, 2010; Okunoye, 2011, etc.), but enough studies on political power have not been carried out on animals leadership in their natural environment. Two poems of Niyi Osundare - The Leader and the Led, and Random Blues will be used as the

data of investigation. This study will examine animal metaphor in terms of leadership from the perspective of Lakoff and Johnson's (1980) conceptual metaphor theory and Halliday's transitivity concept. The study will also focus on transitivity choice in the selected poems to know the perception of Africans when it comes to politics, and the effects these choices have for eco-linguistic co-existence in Africa at large. The study will reveal human leadership behaviours as being personified by animals.

Onipede Festus Moses is a doctoral student of English at the University of Lagos, Nigeria. He has published and presented papers in both national and international journals and conferences of repute. His areas of specialisation include pragmatics, multimodal discourse analysis, stylistics, and functional grammar. He is a member of the following professional associations: Pragmatics Association of Nigeria, English Scholars' Association of Nigeria, European Centre for Research Training and Development, UK, International Ecolinguistics Association, English Language Teachers' Association of Nigeria among others. He is also a fellow of Ife Institute of Advanced Studies, and Global Arts in Medicine.

Gabriel Abiodun Abioye is a graduate student of English at the University of Lagos, Nigeria. He lectures at Federal Polytechnic, Ilaro, Ogun State Nigeria. He has published and presented papers in both national and international journals and conferences of repute. His areas of specialisation include sociolinguistics, discourse analysis, phonetics and phonology,

and language and communication skills. He is a member of the English Language Teachers' Association of Nigeria (ELTAN), and the Nigerian Association of Teachers and Researchers of English as a Second Language (NATRELS).

Day 2: Thursday, September 22

Panel 3

Arran Stibbe (University of Gloucestershire, England): Ecolinguistics and econarrative: from the beginning to the end of the world

This paper explores the power of econarrative to build temporal worlds – worlds that existed in the past, exist in the present and will exist in the future. Of key importance is how the constructed worlds of econarrative can influence perception and behaviour and lead to actual changes in the future by promoting behaviour that either protects or destroys the ecosystems that life depends on. The paper begins with a theoretical exploration of econarrative, describing the linguistic features that build temporarily and logical connection among participants, events, actions and their consequences. This is followed by analysis of a range of texts from creation

narratives that tell stories of the start of the world to apocalyptic narratives that predict its end. And in between those two extremes are narratives which speak of a bright future which can come into being through concerted action and ethical leadership. The texts analysed are a mixture of fiction and non-fiction, although the point is made that both fictional worlds and non-fictional worlds are constructed, and either of them can influence behaviour and lead to concrete, physical changes in the world. The analytical framework draws from ecocriticism, ecolinguistics, cognitive science, rhetoric, and narratology. The main aim of the paper is to provide linguistic tools for ecolinguists to use in interrogating narrative aspects of texts, while also using these tools to explore key econarratives which shape how we perceive the

past and present and have the power to shape our actual future.

Arran Stibbe is a Professor of Ecological Linguistics at the University of Gloucestershire. He has an academic background in both linguistics and human ecology and combines the two in his research and teaching. He is the founder of the International Ecolinguistics Association, and is author of *Animals Erased: discourse, ecology and reconnection with nature* and *Ecolinguistics: language, ecology and the stories we live by* (Routledge). He was awarded a National Teaching Fellowship by the Higher Education Academy for teaching excellence, and has published widely on ecolinguistics.

Elisabetta Zurru (University of Genoa, Italy): Ecological crisis and ticking clocks: verbal and non-verbal metaphors in ecological communication

The present paper considers how both verbal and non-verbal examples of the ticking clock metaphor, which used to be very commonly associated with chronobiology (cf. Aviram and Manella 2020), are used in environmental discourse to call for immediate climate action. Case studies will range from the Metronome's digital clock in Manhattan being recently reprogrammed to become the 'Climate Clock', to posters used during the #FridaysforFuture strikes and multimodal texts

shared on Social Media. The analysis will consider how pervasive the metaphor of the ticking clock is in current ecological communication and reflect on the communicative effectiveness of its use in the current debate on the environmental crisis; this will be done by comparing these examples with communicative strategies adopted by other ecologically-oriented initiatives, such as the solar punk movement, where this metaphor seems to be almost completely absent, and using ecolinguistics, positive discourse analysis and metaphor studies (Fill and Mühlhäusler 2001; Fill and Penz 2018; Forceville and Urios-Aparisi E. 2009; Kövecses 2020; Steen 2019; Stibbe 2018; Stibbe [2015] 2021; Zurru, forthcoming) as theoretical and methodological scaffolding.

Matt Drury (University of Groningen, Netherlands): Embedding animals in an ecosophy of sustainability for now and the future

Current definitions of sustainability and sustainable development are not fit for purpose. They reinforce the dominant paradigm of economic growth as a goal, a system which has contributed in no uncertain terms to the current state of the planet, and they frequently exclude animals. We propose that sustainability is primarily an ethical issue which connects people, the planet on which we live, and the animals and other organisms which inhabit it. Our definition and

ecosophy of sustainability states that in all decisions and actions on any scale, from the individual to the institutional, we should minimise our immediate and future negative impact on animals, the planet, and other humans, whilst simultaneously maximising our positive impacts on these domains. We take an interdisciplinary approach in discussing trade-offs between these three broad interests, providing a rationale for adopting this more inclusive definition at every level of society. An advantage of our definition is that it can be implemented immediately and form a strong foundation for policy and communication about sustainability going forward. An example of how this ecosophy can be used in practice in the educational context is also presented; we analyse the inclusion of sustainability within a Dutch university's strategic plan and Green Office communication, and conclude that

'sustainability' is used in a variety of contexts in the plan, none of which fit in with the ecosophy presented here.

Matt Drury is a PhD candidate at the University of Groningen. From his BSc in ecology, he has since changed fields and completed an MA in applied linguistics and an MSc in sustainable food. He is currently enjoying combining these disciplines in his PhD in Ecolinguistics, and is researching the reproduction of environmentally destructive discourses and their effects on behaviour in different forms of communication, while also developing a more inclusive definition of sustainability.

Panel 4

Catrin Bellay & David Le Roux (Université Rennes 2, France): Creative writing workshops to collectively imagine a desirable future based on scientific foresight studies

The Breton interdisciplinary political ecology group (ÉPolAr) provides a space for researchers to share and develop knowledge related to ecological issues. ÉPolAr has organised a series of public conferences and runs a monthly Stories We Live By (Stibbe, 2021) seminar. As a result of our activities,

and in line with our initial objective to invent new inspiring forms of action, we are developing a methodology for creative writing workshops based on scenarios proposed in the Agrimonde-Terra scientific foresight studies for food security (Le Mouël et al., 2018) and the ADEME (2022) energy transition studies. Language is 'das Haus des Seins', or home to the world (Lacroix, 2010: 75), so critical language awareness is crucial for conveying positive stories which can create our current and future ways of living in the world. The aim is to hold workshops for a wide variety

of different participants within and beyond academia and thereby to make scientific projection research more widely accessible, including for the general public. We hope this methodology will empower people to invent their own evidence-based stories to live by, situated in many possible, desirable, visions of the future, and that they will then feel enabled to work towards putting in place concrete and realistic action to create such a future. This paper will present the workshop methodology and recent experiences of its application.

Catrin Bellay is a Senior Lecturer at Rennes 2 University in Brittany, France. She teaches English for specific purposes and linguistics. Her research interests include ecolinguistics, multilingualism, and language teaching experiences and environments. Catrin is a member of the interdisciplinary Breton Political Ecology group, EPoAr.

Marietta Calderón (University of Salzburg, Austria): Can Spanish save Ladino?

The small Iberoromance language Ladino/Judezmo is, according to UNESCO, an endangered language. Its language academy, called Autoridad Nasionala del Ladino i su Kultura during the first years of its existence (1997-2010), is now known under its allonyms Akademia Nasionala del Ladino (in Ladino) and Academia Nacional del Judeo-Español

(in Spanish). The organization is associated with ASALE (Asociación de Academias de la Lengua Española), which coordinates the work of the various language academies for Spanish and supports them in their efforts to regulate the Spanish language. This presentation examines how this new and peculiar cooperation is justified and intended to function, what other institutions and strategies have contributed to the maintenance of Ladino, and why Ladino is nevertheless still an endangered language. The presentation includes both a description and a review of the UNESCO Atlas of the World's Languages in Danger focusing on its framing of LADINO and with special attention to its concept of linguistic DIVERSITY.

Marietta Calderón works as a Linguist for French and Iberoroman languages at the FB Romanistik of the University of Salzburg (Austria). Her research focuses on sociolinguistics, mainly on discourse analysis, and multilingualism.

**Magdalena Steciąg (University of Zielona Góra, Poland):
Everyday language practices of the inhabitants residing
in the Polish-Czech border area: The study in sustaining
ecolinguistics**

The study of everyday language practices employed by the inhabitants living by the Polish-Czech border in a sustaining ecolinguistics perspective covers three dimensions of the language ecosystem: natural, social, and cognitive. Research on natural ecology of language revolves around its interrelationships with the surrounding natural environment and relates to local linguistic landscape. Sociological observation of the language ecology pays attention to social and cultural conditions which shape the relationships between communicating individuals, and the nature of the communities that are constituted or maintained as a result of these

contacts. Cognitive ecology, in turn, includes the ensemble of those mental, interactional as well as intercultural competences which are creatively activated by the border area inhabitants in their linguistic practices. The results of the research obtained through the triangulation of multiple data collection will be explored with respect to sustainability. It is argued that a special glocalised type of translanguaging has developed in the Polish-Czech borderland. The strategies of multilingual receptive communication based on closely related native languages (Polish and Czech) are mixed with the elements of global and regional lingua francas (English and German), which seems to favour the sustainable development of the region by promoting cultural diversity and protecting natural heritage. In terms of values, it goes along with openness, mutual respect, and cooperative attitudes.

Magdalena Steciąg is Associate Professor of Polish Linguistics at the University of Zielona Góra, Poland. Her main research interests lie in the fields of genre studies, discourse analysis, and ecolinguistics. Her last book was dedicated to ecological discourse in Polish public debates [Dyskurs ekologiczny w debacie publicznej, Zielona Góra 2012]. Currently she is leading a research project “Lingua receptiva or lingua franca? The linguistic practices in the borderland area between Poland and the Czech Republic in the face of English language domination (ecolinguistic approach)” financed by National Science Centre, Poland. A member of the International Ecolinguistics Association.

Panel 5

Eva Katharina Bauer (University of Graz, Austria): Rethinking our future: A comparative analysis of representations of the future in English and German newspaper coverage on climate change

Climate change is one of the most pressing issues of our time, which is why climate change communication has grown to become a “booming industry” (Nerlich et al. 2010: 97) over the last few decades. Generally, the role of language can have a major influence on how individuals think about and react to environmental issues. Especially linguistic constructions, for example, temporalities, can play an important role in how certain issues are perceived since temporal dimensions can be connected to ecological issues (Weinrich 2001). This paper presents answers to the question of how different perspectives of the future are represented within newspaper articles related to climate change when considering grammatical future tense markings. It argues that there are major differences between languages such as English, which obligatorily mark the future and languages that do not grammatically differentiate between the present and future tense, such as German. Thus, this paper emphasizes that newspaper coverage using strong future-time reference (FTR) languages portrays the pressing issue of climate change as less urgent than newspaper coverage using weak

FTR-languages. Moreover, due to temporal instances such as temporal discounting and temporal displacement, the paper concludes that the analyzed English and German newspaper articles support previously conducted research that intertemporal preferences of individuals are affected differently by different languages. While German newspaper articles put outcomes subjectively closer to the recipient's current temporal perspective, English newspaper articles let future options appear less rewarding.

Eva Katharina Bauer is currently enrolled in the European Joint Master's Programme in English and American Studies at the University of Graz and will spend her final semester at the University of Paris, France. She supports both the Institute of English Studies and the Center for Inter-American Studies at the University of Graz in the capacity of a student assistant. Her academic interests mainly revolve around socio- and psycholinguistics as well as feminist and African American literature. Her current research focuses on the role of temporalities of environmental issues within ecolinguistics.

Georg Marko (University of Graz, Austria): Talking about the future of vaquitas, okapis, and musk deer - The discursive construction of time and temporalities in connection with the IUCN labels ‘critically endangered’, ‘endangered’ and ‘vulnerable’

Vaquitas – small porpoises living off the Pacific coast of Mexico – are critically endangered, with only a few dozen individuals left. Time is therefore of utmost importance to them and to us, who want them to survive, live and prosper. We should thus expect the representation of time to play a significant role in texts about vaquitas, as is demonstrated by the following examples: vaquita are often caught and drowned in gillnets, the population has dropped drastically in the last few years, and the species will become extinct. As becomes obvious from these passages, the representation of time is strongly correlated with negative and pessimistic propositions, no matter whether it is generic facts expressed by simple present tense (are caught and drowned in gillnets), recent developments expressed by the present perfect tense (has dropped drastically), and predictions about the future expressed by the will-future tense (will become extinct), and no whether they are modified by adverbials of frequency (often) or duration (in the last few years), not leaving a lot of room for hope and optimism, which should assume to be at the core of any conservation efforts.

The proposed paper will look at aspects such as these in the representation of time in texts about endangered animals,

focusing particularly on differences between species assigned the IUCN (International Union for Conservation of Nature) labels critically endangered (such as vaquitas), endangered (such as okapis), and threatened (such as musk deer), with a particular emphasis on pessimistic and optimistic conceptions of time in general and the future more specifically.

The study, in the tradition of CADS (corpus-assisted discourse studies), will combine the qualitative perspective of discourse analysis and the quantitative orientation of corpus linguistics. It will use a corpus of 300 texts (10 animals for the three aforementioned labels, respectively, each represented by 5 academic and 5 (more) popular scientific articles), amounting to some 200,000 word tokens.

Georg Marko is an Associate Professor in English linguistics at the English Department at Karl-Franzens-University Graz, Austria. He studied English and American studies and linguistics at the Universities of Graz and Lancaster. His main research interest is corpus-based Critical Discourse Analysis, with a special emphasis on health and risk discourses.

Emile Farmer (Linköping University, Sweden): The discourses of technomodernism, new conservation and sustainability, and the linguistic framing of species recovery

After years of persecution, predatory wild animals in Sweden, such as Lynx, Wolves, Brown Bears are back in numbers not seen for over a century (see Linnell et al, 2005; Person, 2003; Wabakken et al, 2001). The removal of bounties and the granting of official protection status have allowed predator population sizes to grow steadily (ibid). Similarly, wild boar and beavers, driven to extinction in the 18th and 19th centuries respectively, have also expanded significantly in number and territory (Magnusson, 2010; Hartman, 1993). This study aimed to investigate the impact of this new ecological reality on the language used to represent our relationship with wild animals. Linguistic analyses of language can represent one of several approaches for understanding how societies negotiate social changes (Fairclough, 1992: 1-5) and can allow insight into the possible ways in which language in use can impact our ways of understanding the world (Fairclough, 2003: 8). This study applied an ecocritical discourse analysis to the Swedish environmental protection agency's English

language 2018 Long-Term Strategy for Wildlife Management report in order to reveal the agency's current discursive constructions of wild animals in Sweden and our relationship with them at this time of renewed ecological abundance. The results show the use of a 'discursive knot' (Crist, 2019) consisting of a complex of discursive themes that function together in order to background wild animal agency in contributing to ecological functioning and to construct wild animals as either a problem or as a new opportunity as part of a sustainable society.

Emile Farmer is a PhD student and Lecturer at Linköping University in Sweden. Emile has been a language and linguistics teacher for over 20 years and has taught Ecolinguistics and Critical Discourse Studies to undergraduate teacher students for the last 10 years. Emile has a keen interest in ecolinguistics as a vehicle for environmental education and awareness and is currently writing a book on the application of ecolinguistics to education for Bloomsbury Press. Emile's current interests also include linguistic representations of wildlife-human relations, cryptozoology, rewilding, and wildlife in children's literature.

Panel 6

Jørgen Christian Bang (University of Southern Denmark, Denmark): A dialectical contribution to meet the new challenges for ecolinguistics

Since 1990 Graz has been an important centre for the international discussion and development of the field of Ecolinguistics. In this period, Ecolinguistics has been an important activity in “the developing and achieving sustainable ways of living”. The period started with the explicit reference to the UN-Rapport “Our common future” (Brundtland 1987); and ever since, UN-conferences have played a role in the discussions of both the scientific and political agendas. In 2015, the UN formulated “17 goals for a better world by 2030” and in 2019 Greta Thunberg urged the world's leaders to act on climate in her famous speech “Our house is on fire”. Ecolinguistics has underlined the necessity of a deep transformation of the human way of living, especially in the rich part of the world, into radically more co-existence with nature, and the conditions for diversity, sustainability, and organically recycling. This paper will face the three global crises concerning the Climate, the Corona epidemics, and the War in Ukraine in order to analyse the remarkable paradigmatic shifts in rhetoric, politics, and economy. Perhaps the crises in a paradoxical way create momentum for a quicker transformation of our culture and life forms into more ecological forms than feasible without the obvious crises. With reference to Bang, Bundsgaard, and Lindø (2022), the paper

will discuss a list of 17 challenges for the privileged part of the world - and for Ecolinguistics.

Jørgen Christian Bang is a Professor Ass. Emeritus at SDU-University of Southern Denmark, Odense. From 1974 to 2019 he taught at Odense University/SDU about Danish Language and Communication. A special topic he focused on was a Dialectical theory of Language and Communication. In 1990, together with Jørgen Døør, Anna Vibeke Lindø, Sune V. Steffensen, Jeppe Bundsgaard, and others, he established the Research group ELI: Ecology, Language & Ideology. In 1993/1996 he was the co-convenor of the first AILA Symposia on Ecolinguistics together with J. Døør, Richard Alexander, Alwin Fill, and Frans C. Verhagen. Also, he has participated in several international conferences on Ecolinguistics until today. In 2007, together with Døør, Nash, and Steffensen, he published the book *Language, Ecology and Society*. A dialectical approach. Bloomsbury Academic.

Emma Xu Rao (Australian National University, Australia): The semantics of enclosed water places in Chinese: an NSM approach

Landscape concepts are often regarded as scientific and independent from culture and human perception (Searle,

1995). Yet, previous studies have revealed that different languages and cultures have different ways of seeing the landscape (e.g. Bromhead, 2018; Wierzbicka, 1989). This argument is especially true for Asian languages. As Taylor (2009) noticed, all landscape is cultural to the Eastern mind. In Chinese people's perspective, landscape is an important place for self-reflection, aesthetic appreciation and seclusion. To date, few linguistic studies have been conducted on the semantics of landscape terms in modern Chinese. Therefore, the proposed aims to fill this gap by conducting a contrastive semantic analysis of enclosed water places in Chinese and other languages. In my study, I will try to reveal similarities and differences between these terms and explore ways in which language gives insight into the characteristic worldview of a particular culture. The present study will adopt the Natural Semantic Metalanguage (NSM) approach as a semantic analysis tool to generate a maximally transparent and culturally neutral representation of the meanings of landscape terms (Peeters, 2015). In addition, the present article will be a corpus-assisted study. The BCC online Mandarin Corpus will be consulted for linguistic evidence and verification of explications.

Emma Xu Rao is a PhD candidate at the Australian National University. Her research aims to conduct fine-grained semantic analysis of landscape terms in Chinese by employing the Natural Semantic Metalanguage (NSM) approach. The primary goal of her study is to reflect the

cultural implications of landscape terms as they are understood and perceived by Chinese people. Xu Rao is also a NAATI certified interpreter & translator, specialised in legal and medical domains. Xu Rao has a passion for literature, translation studies and linguistics.

Maria Adelaide de Sousa Chichorro Ferreira (University of Coimbra, Portugal): Climate triumph as time for language and language for time

This presentation displays a semi-autobiographical analysis of the most important things I have learned through ecolinguistics, for which I am deeply grateful. Some aspects of Portuguese grammar and lexicon concerning time and climate will be contrastively addressed, also through poetry.

Adelaide Chichorro Ferreira, as she is better known, started working at the University of Coimbra in 1987 as a trainee assistant, the same university where years before, in 1983, she finished her degree in Modern Languages and Literature (English and German) at the Faculty of Arts (FLUC). In 1991, she completed the Pedagogical Aptitude and Scientific Capacity Tests. And, twelve years later, in 2003, she completed her PhD also at the University of Coimbra with her dissertation: *The spider's webs of the house. An Intercultural Ecolinguistics (German - Portuguese)*. She is currently an Assistant Professor at the German Studies Group, where she

teaches subjects such as German Linguistics and Portuguese Society (to foreign students). She has actively participated in the activities of the ecolinguistic group in Graz (Austria) and has published articles in several volumes dedicated to ecolinguistics. Among these contributions are the chapters “Sanfte Bräuche, sanfte Sprache(n)? Ambiente/Umwelt Kontrastiv” in the anthology *Sprachökologie und Ökolinquistik* (1996), “Don't screw us! Eine Sprachkritische Müllgeschichte

(Deutsch-Portugiesisch)” in *ECONstructing language, nature and society* (2000), “Beitrag zu einem ‘Hausprachewörterbuch’ Deutsch-Portugiesisch” in *Colorful green ideas* (2002). As a mother of four, more than as a scholar, she has been concerned about environmental issues, especially the devastating fires that have plagued Portugal and other countries, but also the waste problem and dirty energy consumption.

Panel 7

Lorenzo Buonvivere (Roma Tre University, Italy): Sustainability across times and cultures: An analysis of Aotearoa New Zealand minister of foreign affairs’ speeches

Since its definition in the Brundtland Report (World Commission on Environment and Development 1987) as a balance between the needs of present and future generations, the notion of sustainability has been linked to the intersection of different timescales. The aim of this presentation is to search for narratives that acknowledge such temporal complexity, and to address underrepresented subjects and contexts in political discourse. Therefore, I attempt a Positive Discourse Analysis of three speeches by Aotearoa New Zealand Minister of Foreign Affairs, Hon. Nanaia Mahuta. As

opposed to fallacious Western ideologies often exposed by ecolinguistics, indigenous philosophies stressing interconnectedness can inspire encouraging environmental reform (Bignall et al. 2016). While Mahuta’s words somewhat conform to a ‘dramatic time pressure’ (Harré et al. 1999), her addresses establish a dialogic relationship between past and future. Promoting ‘intergenerational’ efforts, Mahuta employs traditional Māori notions to conceptualise foreign cooperation. Within the theoretical framework of cognitive linguistics, I look at how she pictures the international arena as a ‘Marae’, Māori’s courtyard for tribal gatherings, and develops the metaphor of the ‘new net’ from an ancient proverb on Māori’s fishing practices. The analysis shows that, although ambivalent in some respect, Mahuta exploits Māori terms and values that may reorient present discussions on sustainability.

These include, among others, 'kaitiakitanga' or 'acting as guardians for the people and the planet'.

Lorenzo Buonvivere earned his MA in Modern Languages for Management and International Cooperation at the University "G. d'Annunzio" of Chieti-Pescara in 2021. His thesis focused on positive representations of nature in British contemporary environmental discourse, with reference to the travel narratives of Kathleen Jamie and Jay Griffiths. He is currently a PhD candidate at Roma Tre University in Rome, where he is researching ecotourism discourse with a project titled "The Language of Ecotourism: An Ecolinguistic Approach". His main interests include ecolinguistics, cognitive linguistics, and Critical Discourse Analysis. He has published reviews in *The Gissing Journal*.

Richard J. Alexander (Vienna University of Economics and Business, Austria): How one company self-importantly claims to be safeguarding our planet and operating in a sustainable way while contributing to its destruction

As we all know, environmental breakdown is rooted in capitalism's quest for perpetual growth. According to O'Connor (quoted in Büscher et al 2010/2013: 3) the "environmental crisis has given liberal capitalist society a new lease on life." He continues: "Now, through purporting to take

in hand the saving of the environment, capitalism invents a new legitimation for itself: the sustainable and rational use of nature". This paper discusses a company producing and trading food globally. The story it presents to the world maintains that it protects animal welfare, the environment and people in all its operations. Critical discourse analysis and corpus linguistics are employed to scrutinize this powerful corporation's pronouncements and its annual reports. The language it employs on its corporate websites will be subjected to close analysis. This will then be confronted with the corporation's duplicitous role in dealing with the climate crisis and related issues, such that it has been labelled 'the worst company in the world' by Henry Waxman, former Member of Congress and Chairman of the US NGO Mighty Earth. A reality check of what the corporation in actuality does throws light on the complete emptiness of its corporate social responsibility claims.

Richard J. Alexander is Professor Emeritus of English for business and economics at the Vienna University of Economics and Business (WU). A graduate of Jesus College, Cambridge and London University he taught and researched English as a foreign language, business English and linguistics for forty-six years at universities in Finland, Italy, Aachen, Bremen, Oldenburg, Marburg, Birmingham, Osnabrück, Trier. His research is concerned with the corpus linguistic treatment of the discourse of economics and business and the linguistic framing of ecology. He is the

author of *Framing Discourse on the Environment. A Critical Discourse Approach* (2009, New York, Routledge).

Douglas Mark Ponton (University of Catania, Italy): The countryside hour: Ecolinguistics and positive discourse analysis

This paper outlines thematic and methodological convergences for Ecolinguistics and Positive Discourse Analysis (PDA), exploring discourse that centres on an eco-friendly farm in Norfolk, focus of a BBC programme, 'the Countryside Hour'. Both ecolinguistics and positive discourse analysis stand in some need of definition, with regard to their relationship with the more consolidated paradigm of Critical Discourse Analysis (CDA) which is itself not characterised by general agreement on methodology (Stibbe 2017). This paper applies some of the notions found in CDA such as framing, presupposition, metaphor analysis and relevance theory and explores their functioning in data that may be regarded as ecologically 'positive'. The aim is not to seek solace in 'discourse that inspires, encourages, heartens, discourse we like, that cheers us along' (Martin 1999, pp. 51–52); rather, it

is to shed light on underlying processes at the level of ideologies (Fairclough 2003: 9); to make manifest positive thoughts, feelings and discourses. While 'environmentalism' represents a counter to the hegemonic neo-liberal discourses that contribute to the current state of imminent disaster (Zelko 2013), Ecolinguistics may draw on PDA to isolate helpful tendencies and attitudes that encourage alternative scenarios.

Douglas Mark Ponton is Associate Professor of English Language and Translation at the Department of Political and Social Sciences, University of Catania. His research interests include ecolinguistics, political discourse analysis, applied linguistics, pragmatics and critical discourse studies. He has held teaching and research positions at the universities of Catania, Messina and Pisa. Some publications are *For Arguments Sake: speaker evaluation in modern political discourse* (2011), and *Understanding Political Persuasion: Linguistic and Rhetorical Analysis* (2019). His most recent research projects concern the Montalbano effect on tourism in Sicily, ecological questions in Sicily, and Sicilian dialect theatre.

Panel 8

Monika Chistine Rohmer (University of Bayreuth, Germany): Linguistic relativity and environmental sustainability. Lessons drawn from a double language approach to the World Water Forum 2022 in Senegal

Linguistic relativity, the idea that every language encodes the world differently, constitutes one of the pillars of ecolinguistics (Mühlhäusler ([1998] 2006)). However, the tendency for mono-lingual analysis and discussion in ecolinguistics (Finke 2019: 13-14), leaves the key question of the interrelationship of language and ecology unanswered. In contrast, language comparative approaches enable a critical discourse on linguistic relativity in ecolinguistics, thereby opening the pathway for debates on environmental sustainability. My analysis intervenes in this analytical gap with a double language approach to the 9th World Water Forum which took place in Dakar, Senegal in March 2022. I compare reporting on the World Water Forum in French, the only official language of Senegal since colonial times, with reporting in Wolof, the lingua franca of Senegal. The questions I am asking are: What kind of knowledge is encoded and transmitted through the broadcastings in Wolof and French respectively? How do diverging “knowledges” hinder sustainable water politics in Senegal? How can an awareness of linguistic relativity foster mutual understanding in Senegal and hence environmental sustainability?

Monika Christine Rohmer is assistant Professor at the chair of African and Afrophone Philosophies headed by Prof. Dr. Alena Rettová at the University of Bayreuth, Germany. She is currently pursuing her PhD with the title "Towards a Fluid Ecosophy. Conceptualisations of WATER at the Senegalese Coast" in the framework of the Bayreuth International Graduate School of African Studies (BIGSAS). She is holding a BA degree in Political Science from Leipzig University and a MA degree in African Verbal and Visual Arts, University of Bayreuth.

Maria Bortoluzzi (University of Udine, Italy): Plant representation and time frames in discourses to preserve ecosystems

Animal life would not exist without plants, whereas most plants could still exist or adapt to a life without animals (Baluška and Mancuso, 2020). However, due to the time scale of their ‘action’, as compared to the time scale of animal life ‘action’, plants tend to be represented in discourse as passive participants and useful resources. The study investigates how plants are represented in texts that promote environmental protection. The central question is: How are plant temporalities represented in connection with the environment

they belong to and, more specifically, in connection with animals? The focus is on time as a crucial variable for ecological action in relation to plants in texts which promote the protection of the environment. The theoretical framework stems from studies in ecolinguistics (Fill and Mühlhäusler, 2001; Steffensen and Fill, 2014; Stibbe, 2021; Fill and Penz, 2018, among others). The methodology for the analysis derives from Social Action studies with a focus on temporalities (van Leuween, 2008; Uryu, Steffensen and Kramsch, 2014; Latour, 2014). Raising awareness on the crucial relevance of plant temporalities for the environment / environment means recognizing their intrinsic value while taking responsible action towards them.

Maria Bortoluzzi (PhD, Edinburgh) is an Associate Professor of English Language in the Department of Languages, Literatures, Communication, Education and Society of the University of Udine (Italy). Her research interests include critical discourse studies, multimodal and multiliteracy awareness for language teacher education (English as foreign/second language). She has published extensively in these areas. Her latest publications deal with the language analysis of online communities, ecolinguistics and multimodal resources for language teacher education.

Lara Schalk-Unger (University of Graz, Austria): The effects of ecocentric language on Austrian environmental criminal law

Since 1987, the environment has been regarded as a protected legal good in Austrian criminal law (Wegscheider 1996: 90). According to the prevailing opinion, however, criminal law does not protect the environment for its own sake, but the environmental media as the basis of human life with a strong connection to present and future human interests (Reindl-Krauskopf/Salimi 2013: 8). This anthropocentrism can be seen, among other things, in the fact that for a large part of the offenses of environmental criminal law, the endangerment of human health and human life is a constituent element of the crime. In recent years there has been discussion among legal scholars whether environmental criminal law now protects the legal good of nature instead of the environment (Raschauer/Wessely 2019: 147; Salimi 2017: 48). Language plays an important role in legal discourse. This paper tries to illustrate the change in legal discourse from anthropocentric language to ecocentric language throughout time and its implications for criminal law by analyzing norm texts and the role environmental media, animals and plants have in them. Changing the anthropocentric language in legal discourse to an ecocentric language can influence which acts may be subject to criminal prosecution and how criminal norms should be interpreted. Due to this shift in language criminal law gains a more sustainable dimension aiming at

prevention rather than just punishing natural disasters that have already occurred.

Lara Schalk-Unger studied law and German Studies and is currently a teaching and research assistant as well as a doctoral candidate at the Institute of Criminal Law, Criminal Procedure and Criminology at the University of Graz. Her PhD

thesis deals with the Europeanization of environmental criminal law. Her research also focuses on EU criminal law and criminal procedure, computer crimes, and libel and slander. Furthermore, she conducts interdisciplinary research in the field of forensic linguistics.

Day 3: Friday, September 23

Panel 9

Caixia Dong (University of Copenhagen, Denmark): “Now or Never” The role of “crisis” in accelerating green energy transition: The case of Denmark

What is the role of “crisis” in accelerating the green energy transition? “Crisis”, a term often associated with timing and described as a “window of opportunity” in the fields of political science, sociology and public policy, is used to assess a policy’s success or failure. Is the current war in Ukraine and Putin’s threat to Europe’s energy security, tragic as it is, the best timing for a fundamental green energy transformation in Denmark? The study addresses three questions: (1) What is the meaning of “crisis”, in terms of timing, in green energy transition? (2) What have been the policy responses each

time (including the current one), when an energy crisis occurs in Denmark in the past 50 years? 3) What are the steps to take to withstand the current energy shock and implications for the long-term green energy transition specified in the EU’s Green Deal as well as its Taxonomy? Framing and political opportunities are two key variables in research on political change and social mobilization. This study analyzes the two variables in the context of green energy transformation in Denmark, incorporating the ecolinguistics approach to time as a marker for key events. Though the current research is limited to the case of Denmark, it aims at further studies across countries. On April 4, 2022, in the midst of the Russian invasion of Ukraine, the IPCC scientists published their most recent report, saying it’s “now or never” to limit global

warming, and recommend “rapid, deep and immediate” cuts of emissions.

Caixia Dong is a Sociologist with teaching experiences in China, US and Denmark. In recent years, she has been writing as a freelance journalist for Innovation Center Denmark (ICDK) and China’s Ministry of Ecology and Environment’s publication “World Environment”. Dong is a member of the Danish Journalist Association of Energy and Environment. Her writings cover issues on UN’s Sustainable Development Goals (SDGs), international climate negotiations, energy and environmental policies in the EU, in particular Denmark, Denmark and China’s bilateral cooperation in sustainable development, and higher education. In research as well as journalistic writings, she focuses on why and how energy and environmental policies are pushed through under different political systems.

Sune Vork Steffensen & Edward Baggs (University of Southern Denmark, Denmark): Linguistic techniques for making climate change perceivable

Living beings are constrained by processes on multiple timescales, from millisecond scale electrical signaling in the nervous system to geological scale changes in the Earth’s atmosphere (Uryu, Steffensen, & Kramsch, 2014). Our perceptual systems, however, are only sensitive to events and

changes at a mid-range of timescales (Gibson, 1966). This creates a psychological obstacle to taking action against climate change, because climate change is happening on scales that are too slow for our perceptual systems to immediately detect. How, then, do we come to perceive climate change as a meaningful domain of concern - that is, not as a distant threat, but as a compelling and urgent issue that needs to be addressed? We suggest that, since climate change escapes the direct perception capabilities of individuals, the perception of climate change as a meaningful domain of concern can only occur through collective linguistically mediated techniques that augment human perception and give rise to socially extended knowledge. Through examples of linguistic techniques for rendering climate change perceivable, we argue that the object of study in ecolinguistics is languaging in bioecologies. Ecolinguistics is thus less about studying representations of, and discourses about, the world, and more about studying institutionally constrained perception and coordinated action in the world.

Sune Vork Steffensen is Professor in Language, Interaction, and Cognition at the University of Southern Denmark and Senior Fellow at the Danish Institute for Advanced Study. Focusing on how language and cognition intersect in complex social and dialogical systems in ways that transform social and ecological systems, his research draws on ecological, dialogical, and distributed approaches to language, interaction, and cognition. He has contributed to the

development of Radical Ecolinguistics, and he holds a guest professorship at the Center for Ecolinguistics at South China Agricultural University. He has edited five books/special issues on ecological and distributed approaches to language and authored more than 50 articles/chapters in journals and books. He is currently the Editor-in-Chief of the journal *Language Sciences*.

Edward Baggs is an Assistant Professor in the Department of Language and Communication at the University of Southern Denmark and a fellow at the Danish Institute for Advanced Study. His work focuses on the role of perception in coordinating social interaction.

Hermine Penz (University of Graz, Austria): The temporal framing of climate change

Climate change is one of the greatest issues of our times, yet is difficult to capture as - unlike weather - it is not part of our immediate experience. Most accounts of climate change provide future projections and develop future scenarios of how climate change will affect human beings and the world

around us. In contrast to other environmental issues, its temporal aspects have thus been more prominent. This paper aims to identify the main temporal frames which have been applied in climate science, in particular the most recent IPCC report and in media representations of climate change related to it. It will look at how the near-, mid-, and long term future scenarios are related to the present and past in the discourses analysed.

Hermine Penz is Associate Professor at the English Department of the University of Graz. Her main research lies in the fields of discourse analysis, pragmatics and sociolinguistics with a focus on language and culture and ecolinguistics. She has worked in the field of ecolinguistics since the mid 1990s and has organised conferences, published articles and co-edited several books in the field. She is co-editor (with Alwin F. Fill) of *The Routledge Handbook of Ecolinguistics* and is associate editor of the journal *Pragmatics and Society* (editor-in-chief: Jacob L. Mey).

Panel 10

Laura Ioana Coroama-Dorneanu (Université Paris-Est Créteil, France): Time and meaning in academic language learning communities

As English has become an important subject in all types of curricula, from primary school to university, the role of this language cannot be disregarded in the current debate on the ecological crisis. This paper discusses several essential concepts employed in teaching ESP (English for Specific Purposes) in a Romanian university of Agricultural Sciences (BA). The major stake is encouraging a creatively enhanced model of educational organisation based on communities of practice (Wenger, 1999) which aim for sustainability both at a theoretical level (the academic program) and at a practical one (internships and future jobs). To what extent does students' academic performance integrate their professional results and vice versa? For this purpose, the discussion also considers the relationship between temporalities and creation of meaning during English courses. The interaction with others is not only a source of linguistic, cultural, and social input, but it also builds more language output (van Lier, 2000). Course content for ESP courses depends on students' activity in various environments, and how their perspectives evolve during their academic journey. Questionnaires and collective interviews offered reliable data meant to stimulate the debate around the promotion of a sustainable process of emergence

of language and negotiation of meaning in an academic context.

Laura Ioana Coroama-Dorneanu teaches French for international students at Fachhochschule Wiener Neustadt. She has a PhD in Language Sciences and her fields of interest include the ecological approach to learning, communities of practice, ESP (The language of Life/Natural sciences), multicultural studies and cultural mediation in foreign languages. She is currently an associate researcher in the group LANGUenACT (Didactique des langues & énonciation) at the Paris-Est Créteil University. She has published several papers and books on these topics, and a textbook for tertiary-level students of ESP in the field of Life Sciences.

Daniele Brombal, Sergio Conti, and Pui Yiu Szeto: Exploratory design of an ecological discourse analysis framework for Chinese texts

Despite some notable exceptions (Zhou & Huang, 2017), the ecolinguistic inquiry into Chinese language is still underdeveloped. This exploratory study aims to design a trans-disciplinary Ecological Discourse Analysis (EDA) framework applicable to Chinese texts. Specifically, we aim to prototype a set of criteria to characterize the linguistic features

of Chinese documents vis-à-vis different social-ecological paradigms. The study followed an iterative deductive-inductive process. A tentative set of criteria – including modality, connotation, appraisal items, etc. – identified through the purposeful review of the literature addressing English texts (e.g., Stibbe, 2020) were adapted to Chinese and applied to an extract from an Environmental Impact Assessment (EIA) report, representative of documents informing environmental decision-making in China. The original set of criteria thus obtained was validated by external experts and its improved version applied to a wider sample of documents produced by both project proponents and activists in the context of environmental justice cases, therefore reflecting contrasting views on trade-offs between development, ecological integrity, and social rights. Preliminary evidence indicates that our EDA framework can provide a coherent ecolinguistic characterization of ecological discourses embedded in Chinese texts. For instance, technicalities and mass nouns are consistently used for erasure purposes, conveying a general sense of detachment, leaving out relevant details on the potential harm to humans and the ecosystem, and overall depicting nature as something unimportant or unworthy of consideration. While directly applicable to other qualitative EDAs, our framework also constitutes a stepping stone towards the design of a large-scale, multi-criteria corpus-assisted EDA tool.

Daniele Brombal is an Associate Professor at Ca' Foscari University of Venice, where he co-directs the MA Programme in Environmental Humanities. In the last decade, his research has been exploring institutional change for sustainability in China and beyond. He currently leads two research groups, one focusing on Chinese ecolinguistics, and one exploring political ecologies along the Belt and Road Initiative (BRI).

Sergio Conti is a member of the research group 'Ecolinguistics for Sustainability' and former Research Fellow at Ca' Foscari University of Venice. He is also an Adjunct Professor of Chinese language and culture at Siena University and the University of Naples "L'Orientale". His research interests mainly lie in the field of Chinese applied linguistics, including Chinese as a second language acquisition and teaching.

Pui Yiu Szeto is currently a Research Assistant Professor at Ca' Foscari University of Venice, working for the research group 'Ecolinguistics for Sustainability'. His research interests lie primarily in language contact and linguistic typology, with a focus on Sinitic languages and their linguistic neighbours.

**Dawn Wink (Santa Fe Community College, USA):
Ecolinguistics through wildness, beauty, imagination:
Transdisciplinary research through scholarly personal
narrative and lilyology**

If we in the ecolinguistic field hope to influence greater numbers of the most pressing and threatening issues of our time, we must expand our knowledge and influence beyond academia. The current ecolinguistic crisis begs an expansion of research and ideas beyond the Academy. To address this paucity of publications conveyed beyond the academic realm regarding varying conceptions of ecolinguistics and the role of language in the development and possible solution of ecological and environmental problems (Fill 1998) and to explore the influence of language of life-sustaining ecolinguistic relationships (Stibbe 2015), this workshop explores the research potential and possibilities of Scholarly Personal Narrative (SPN) (Nash and Bradley, 2011) and Lilyology (Blair, 2015). SPN falls within the greater umbrella of Narrative Inquiry (Clandinin and Connelly 2000) and combines vigorous scholarship with creative prose and story. Lilyology as a theoretical framework illustrates metaphors of

the connective spiderweb integrating historically silenced voices to include multiple stories represented by the petals on waterlilies and grounded nourishment of a sweet potato within the brick wall of Western academic traditions. Lilyology advocates engaged storywork as an integral element of research. Five SPN narratives that explore ecolinguistics through the lenses of wildness, beauty, and imagination illustrate research findings and reflect the ability of SPN and Lilyology to expand academic research within and beyond academia. Participants of these workshops will gain understanding of the methodological practices and theoretical foundations of SPN and Lilyology as applicable to their own research inquiries.

Dawn Wink, PhD, is an educator and writer whose work focuses on the beauty and tensions of language, landscape, wildness, beauty, and imagination. Wink is author of *Meadowlark*, *Teaching Passionately: What's love got to do with It?*, "Wild waters: Landscapes of language," and "Raven's time: Critical literacy in the American Southwest." Wink is Director of the Department of Teacher Education at Santa Fe Community College and lives in Santa Fe, New Mexico, USA.

**Jin Shangran & Jiang Ting (Chongqing University, China):
Is it fair to ladybugs and cockroaches? Attitude and
underlying story mirrored in Chinese insect names**

Being endowed with strong appraisal values, Chinese vernacular names of insects mirror diverse underlying “stories”, which represent the interdependence of naming terms, human embodied cognition, and the environment. However, there is insufficient research on attitudinal meanings and “stories” of insect names. Therefore, we aim to explore the intrinsic information within Chinese vernacular names of insects based on an innovative “Insect Name Attitude Niche”. By analyzing 37 names of ladybugs and 30 names of cockroaches collected from authoritative sources, we conclude that the interaction between cognitive devices and environmental factors results in various attitudinal meanings of Chinese vernacular names of ladybugs and cockroaches. The names of ladybugs tend to manifest positive and neutral connotations, while those of cockroaches indicate negative and neutral values. Furthermore, the “stories” embedded in their names remain diversified, which is manifested as “ecocentrism” under the influence of natural factors in metonymic names and “anthropocentrism” under social or cultural factors in metaphorical and metaphonymic names. This article provides an intriguing insight into Chinese traditional “stories” and presents a serious introspection into human-insect relationships.

Jin Shangran, postgraduate at the School of Foreign Languages and Cultures, Chongqing University, China. Her areas of academic interests are Systemic Functional Linguistics, and Ecolinguistics. During her postgraduate study, she mainly focuses on the ecology of Chinese words and tries to find the joint point between ecolinguistics and environmental-communication research. She is applying for a PhD and plans to explore “ecological rumors” during her PhD study in the future.

Jiang Ting, professor of the School of Foreign Languages and Cultures, Chongqing University, China, has been serving as master’s supervisor since 2009 and doctoral supervisor since 2022. Her research interests focus on English for Academic Purposes, English for Specific Purposes, Systemic Functional Linguistics, and Ecolinguistics. She got her PhD degree in linguistics at Southwest University, China, and then worked as a visiting scholar at the University of California, Santa Barbara from 2014 to 2015. To date, she has presided over 13 national, provincial and central university research projects. Besides, she has accomplished or participated in 15 scientific research projects, and has published 30 papers, 2 monographs and 5 textbooks.

**Esterina Nervino (University of Hong Kong):
#CEOCarbonNeutralChallenge: a social semiotic analysis
of collective sustainability leadership**

For decades, institutions, businesses, and individuals have engaged in discourse regarding their commitment to building a better world. Recently, as a result of corporate peer pressure, increased activism and consumer engagement on social media, and growing risks for reputational damage and financial impacts on corporations, corporations have shifted their communications to sustainability. In November 2019, Gucci's CEO, Marco Bizzarri, launched the initiative 'CEO Carbon Neutral Challenge' by publishing an open letter to CEOs to invite them to take responsibility and "meet the reality of our global climate and biodiversity crises" (cit. An Open Letter to CEOs). The call to action is part of the project Gucci Equilibrium launched in 2018 to promote an alignment between business and sustainable objectives. This study aims at examining the collective discourse produced and distributed (Kress & van Leeuwen, 2001) around the initiative through the open letter to CEOs and the texts connected through the Instagram hashtag #CEOCarbonNeutralChallenge. The study adopts a social semiotic approach to analyse the multimodal construction of sustainability leadership. Preliminary findings show that medium-specific features (i.e. tags) and semiotic resources such as colours and image composition work as cohesive devices to create a collective discourse about the

corporations' commitment to an environmental cause and the construction of leading figures. The study contributes to the literature on the discourse of sustainability and leadership with a focus on multimodality.

Esterina Nervino is an Assistant Professor holding a joint appointment at the Department of English and the Department of Marketing at the City University of Hong Kong, where she is also Associate Director of the Sales and Marketing Consulting Unit. She holds a PhD in Applied Linguistics from The Hong Kong Polytechnic University and her research interests include social semiotics, multimodality, business communication, luxury studies in relation to art, space, sustainability, and retail experience.

Nataliia Goshlyk (Vasyl Stefanyk Precarpathian National University, Ukraine / University of California, Berkeley, USA): Sustainability online: Social media affordances for ecological identity construction

The need to understand identity ecologically within the frameworks of cultural and sociocultural domains on social media has been missing across disciplines and public discourse. Though ecological identity has been identified as leading to pro-environmental behavior by identity consistency and identity signaling, the importance of its construction on social media has been underestimated. The paradigm

employed in this research is based on the principles of the active construal of reality, performativity of identity, the mutual interdependence of its components, and the idea of language units as influencing and being influenced by their environment. With the advances made by new media, it is more urgent than ever that the “denizens of a global ecology understand the symbolic power of language to represent, construct, and enact the social and political realities they live by” (Kramsch 2019). Ecological awareness has become a common paradigm around which political, social, and moral problems of the contemporary world are framed, organized, and practiced. This paper brings together the materials on ecocultural identity, with a focus on sustainable development discourse as its content frame, highlights media contexts and actional consequences for ecological identity via verbal and nonverbal expressions of social media posts with ecological and sustainable stances of personal and institutional perspectives.

Nataliia Goshylyk is currently a Lecturer of Ukrainian at the University of California, Berkeley. In 2021-2022 she was a Fulbright Visiting Professor in UC Berkeley researching sustainability in social media. She is an Associate Professor of English at Vasyl Stefanyk Precarpathian National University in Ukraine. Nataliia Goshylyk’s research interests include ecolinguistics, discourse analysis, intercultural communication, methods of foreign language teaching, media literacy, and academic integrity.

Elisa Bertoldi (University of Udine, Italy): Temporalities in picturebook mediation: children’s environmental education in read-aloud sessions

In picturebook mediation, communication about the environment is established across generations through the multilayered convergence of embodied and contextualized language in time and space. The use of different temporalities in read-aloud and read-aloud talk during picturebook mediation (Ellis & Mourão, 2021) can be planned to promote picturebook potentials to sustain positive action for the present and the future of children (Nanson, 2021; Stibbe, 2021). The presentation focuses on the initiative TALEs (Telling And Listening to Ecosustainable Stories), a series of storytelling events for children in English L2. The initiative is organized thanks to the collaboration between the University of Udine (Italy) and The Natural History Museum of Friuli in Udine (Italy). During the events at the museum, volunteer storytellers from the university mediated picturebooks promoting empathy and identification with the environment through stories about nature in English as L2 offering children the opportunity to face environmental issues from a new point of view. The research question addressed in the study is what combinations of embodied and contextualised language in time and space allowed storytellers to orient children’s attention to key elements in stories about nature? The interrelation between adult volunteer storytellers and children is analysed through the lens of Multimodal (Inter)action

Analysis (Norris, 2004). Data from video-recordings of the initiative TALES are discussed in relation to communication about the environment for adults and children during read-aloud sessions in English L2.

Elisa Bertoldi is a PhD candidate at the University of Udine (Italy); from 2017 to 2020, she was a full-time research assistant in the Department of Languages, Literatures, Communication, Education and Social Studies. She is a teacher of English as a foreign language in Italian primary schools, a teacher educator and teaching resource developer. She has published articles on technologies applied to language teaching. She co-authored the book *Let's Tell a Tale. Storytelling with Children in English L2* (Forum, 2019). Her recent research work and publications deal with interactions between storytellers and children in read-aloud sessions in English L2/FL.

Fredrick Friday John (Chrisland University, Nigeria): Politicking lives and the redefining of social and political responsibilities in the Nigerian ecological disaster situation

Human life is at the centre of disaster consequences. This often leads to immense politicking and responsabilising of social and political roles, which open vistas for more research, especially from the ecolinguistic and ecocritical perspectives.

This research studies the politicking and responsabilising of social and political roles in the face of disasters in local communities. It adopts Piotr Cap's Proximitation and Transitivity in Halliday's Systemic Functional Linguistics, as a theoretical framework. The data are four selected news reports downloaded from Channels' and Television Continental, two of the most widespread local television stations in Nigeria that cover and broadcast news of flood disasters in local communities. The data are transcribed and analysed, using a qualitative top-down approach. The results show that disasters in local communities are leveraged as political platforms for scoring political points. However, when it comes to actual response to disasters, there is responsabilisation between social and political agents. Political responsabilisation strategies in the data include 'bureaucratising role relations', 'defining agency response' and '(de)legitimising constraints', while the most dominant social responsabilisation strategy is 'collective response'. The study demonstrates that climate change discourses and disaster management or responses are largely affected by politics and social responsabilisation.

Fredrick Friday John is a passionate scholar whose core areas of research are in Critical Disaster Semiotics, Critical Stylistics, Ecolinguistics, Critical Discourse Analysis, and Pragmatics. He is a doctoral student at the Department of English, University of Ibadan, Nigeria. His present study is on disaster significations and management in indigenous and

foreign mainstream and alternative media. He is an early Research Fellow at IFRA, winning the Research Data Grant for COVID-19 Study in South-west Nigeria in the year 2020. He has published in reputable journals, both local and international.

Panel 12

Schuyler Laparle (University of California, Berkeley, USA): Gesturing toward the future: three metaphoric gestures for change in motivational talks

This project analyzes the use of three recurrent gestures to express change in the 'TED Countdown' talk series, a public-facing complement to COP26. I explore the ways in which each metaphoric gesture aligns with or undermines an ecosophy of sustainability, cooperation, and equality. First, gestures that physically separate the 'present' and 'future' evoke the metaphor POSITIVE CHANGE AS A DIFFERENT LOCATION. Though these gestures can effectively express the scope of necessary change, they present change as sudden rather than incremental and do not allow for mappings of individuals to meaningful roles. Gestures enacting forward motion along a path evoke POSITIVE CHANGE AS FORWARD MOTION. Though these gestures allow an understanding of change as incremental, as well as a

mapping of the individual to an agentful traveler, they may inadvertently perpetuate the harmful PROGRESS AS ECONOMIC GROWTH narrative. Finally, gestures that express part-to-whole relations evoke POSITIVE CHANGE AS RESTORING A WHOLE. These gestures encourage cooperative and restorative conceptions of change and the mapping of individuals to parts of a larger system. It has long been argued that gesture serves as a kind of window into pre-linguistic cognition (Krauss 1998, McNeill 1992). A substantial body of literature has since explored the ability of gesture to expose the fundamentally multimodal, embodied, and metaphoric nature of communication (Cienki & Müller 2008). Given this, it is important for critical analysis of public discourse to consider not only how people are talking about an issue, but also how they are gesturing about it.

Schuyler Laparle is interested in the interface between embodied cognition and linguistic communication. Her

research focuses primarily on the use of gesture and metaphor in face-to-face interaction as a means of collaboratively forwarding discourse goals. Through her work, she hopes to show that considering language as an embodied collaborative system can help us to better understand how language impacts our interactions with each other and our world. Schuyler is currently finishing her PhD in linguistics at the University of California – Berkeley, and will be starting a lecturer position at Tilburg University in January 2023.

Muhammad Shaban Rafi & Rebecca Kanak Fox (Riphah International University, Islamabad-Pakistan): Ecological worldviews of multilingual Pakistani speakers: Implications for ecolinguistic planning

Several measures must be taken in order to address global warming and find solutions for change; among these the incorporation of voices from culturally and linguistically diverse people can be a pathway toward empowering citizens to become environmentally knowledgeable and responsive. The present study posits that this goal might be achieved by creating a linguistic habitat that evokes people's first language (L1) to better understand and address current environmental catastrophes. A purposive participant sample in this qualitative study consists of 25 undergraduate students majoring in linguistics who were selected to provide input

regarding how their first language (Balochi, Balti, Pashto, Punjabi, and Sindhi) might approach ecological problems and consider its role in promoting a biocentric worldview. While considering the epistemological perspectives offered by ecolinguistics, the qualitative data were analyzed for linguistic resources (words and structures) employed by the participants to describe aspects of the environmental crisis and considered critical perspectives to inform solutions to the world crisis. Findings reveal that while describing the natural environment in Urdu and English, the two official, and dominant, languages of Pakistan, the participants often borrowed words and used structures that do not connect directly to first language terminology. This not only may result in misunderstandings, but it also means that multiple world voices have not played an integral part of messaging to a broad population of speakers. These coded passages in participants' L1 surfaced several areas for discussion, such as how might such broader dilemmas as global warming be addressed to ensure deep understanding? While accomplishing one purpose of providing communication about environmental issues through borrowed terminology, perhaps an easy pathway, the dominant languages could have easily jeopardized deep communication in some regional languages, and thus also compromised their ecological worldview. Results raise the question of what would it take to tap into regional languages through dialogue and discussion to arrive at a more successful biocentric worldview among speakers of those languages? What might lesser-known languages

contribute to our own greater world understanding of environmental challenges? Changing the current environmental world situation into a more positive place demands concerted efforts among multiple stakeholders, including language professionals. Purposeful ecological language planning and the application of ecological content to local languages has the potential to promote deeper understanding at individual and collective levels.

Rebecca Kanak Fox is Professor of Education in the College of Education and Human Development at George Mason University in Fairfax, Virginia. She is also faculty in the Ph.D. in Education Specialization in Teaching and Teacher Education and the Advanced Studies in Teaching and Learning (ASTL) Program. In addition to her teaching and administrative roles at the university, she is an active researcher with over 100 publications, a co-authored book and one in progress, and over 200 scholarly presentations and teacher professional development workshops conducted in national and international contexts. Her areas of research focus on second language acquisition, educator professional development and critical reflection. She is the recipient of the Mason Excellence in Teaching Award and awarded *Chevalier des Palmes Académiques* by the French government for her service to education and France.

Muhammad Shaban Rafi is a Professor and Chairperson at the Department of English Linguistics and Literature, Riphah

International University, Islamabad-Pakistan. He has acquired postgraduate research experience from the University of Management and Technology, Pakistan, Cardiff University, UK, the National University of Singapore, and George Mason University, USA. His research interest lies in applied linguistics, language, discourse, and media. He has over 50 publications and 60 conference/seminar presentations. He has won several research awards and grants. He has been the editor-in-chief of *Linguistics and Literature Review* (ISSN: 2409-109X) for several years.

Mouhamed Abdallah Ly (Institut Fondamental d’Afrique Noire, Senegal): The meaning of « le monde d’après » formula

During the pandemic, the ‘formula’ (Faye: 1972; Krieg-Planque: 2010) ‘le monde d’après’ was remarkably successful in the French-speaking world. This formula emerged in discursive configurations that did not only seek to indicate a posteriority in time (post-covid). They aimed above all to outline a teleology of the future marked by the break with a political and economic order (pre-covid) dominated by globalization, neo-liberal economy and the degradation of the planet. My communication follows in the wake of research by Krieg-Planque (2010) on the sociopolitical lexicon and discourse analysis. My objective is to share some of the results of work begun on the categorizations of the formula “le

monde d'après". I'll show, from a corpus drawn from the online press, that 'le monde d'après' is in French-speaking countries as a 'social referent' (Fiala & Ebel: 1983) which circulated in different discursive formations (Pêcheux: 1975). I'll reveal the conflicts of perceptual categorization that have arisen around various discursive sites: decline, de-globalization, safeguarding the planet, etc. I'll show how these conflicts of categorization and a strong discursive circulation ensured the notion of a great lexicological productivity, is to say a density in lexical naming.

Mouhamed Abdallah Ly is a Doctor of Language sciences (Montpellier III). He specializes in sociolinguistics, anthropology of language and discourse analysis. He is a researcher at the IFAN (UCAD/Dakar, Senegal) where he is the head of the Social Studies Laboratoire; His current research interests are: the decolonization of knowledge, migration and ecolinguistics.

Judith Bopp (University of Vechta, Germany): Relatability to environmental threats through qualitative understandings of nature and time: experiences of organic farmers in Thailand and India

Farmers are particularly vulnerable to contemporary environmental threats as their economic, cultural and social activity relies on the natural environment. Moreover, their

farming practices are closely connected to time-related socio-ecological processes such as recurring growing cycles (cf. Bopp and Bercht 2021). The inclusion of aspects of time allows us to view environmental issues as something we actively experience and live through our own metabolism (cf. Neimanis and Walker, 2014). I.e., different, overlapping temporalities give impulse to the farmers' practices, the settings they live in, and their potential responses to environmental threats (cf. Bopp and Bercht, 2021). Based on my empirical fieldwork on organic farming practices in Thailand and India, I demonstrate how local understandings of nature and time matter to perceptions of and responses to environmental stress among the farmer communities. The typical local narratives with their linguistic references to nature based on different facets of time give valuable insights into the farmers' ways of "weathering" (Neimanis and Walker, 2014) environmental stress. I suggest that language plays an important role in encouraging a qualitative understanding of natural phenomena and environmental processes that embed farmers and, more generally, each of us. This qualitative understanding is a helpful complement to existing overly quantified presentations of environmental risk, and promotes greater relatability to contemporary sustainability issues. Conscious new discourses may stimulate our addressing of environmental threats in accordance with individuals' capacities.

Judith Bopp is a Postdoctoral Researcher in the field of organic food movements and smallholder farming in Asia (Thailand, India, Bangladesh). Her current research explores interrelations of health, nutrition and ecology in organic farming practices and their role in smallholders' household resilience in Bangladesh. Judith has a great interest in human-nature relationships in farming practices. Her interest is in exploring narratives conducive to greater relatability to environmental threats for a better awareness of climate justice issues. For her research, she has been collaborating closely with civil stakeholders and NGOs.

**Aurélie Joubert (University of Groningen, Netherlands):
Historicity and identity in minoritized language speakers:
multi-layered attitudes and grounding in the local space**

The negative effect of power relations on minority languages and the homogenizing tendency of language shift result in an ever increasing loss of linguistic diversity. Speakers of minority and endangered languages find themselves in a situation where ideologies about the uselessness of their languages, stemming from a lack of symbolic profit and cultural capital (Bourdieu 1991) contrast with a more essentialized link to their ancestry and emotional attachment to their language and sense of identity. Since language anchors speakers and communities in time and place, an ecological approach (Fill & Mühlhäusler 2001) to the

work of language planners and policy makers encourages grassroots takes on language revitalization (Sallabank 2013, Grenoble 2011). Whilst attitude studies over simplistically represent attitudes as divided between instrumental vs. integrative dimensions (Baker 1992), the analysis of the complexity of endangered language speakers' attitudes show the importance of the investigation of local communities of practice and the need to see attitudes as dynamic and multi-layered systems. This paper aims to unpack the relation to historicity and local grounding through interviews with speakers of a Germanic variety spoken in the north of the Netherlands. Ethnographic methods and critical discourse analysis will shed light on the layered simultaneity (Blommaert 2005) of speakers' attitudes and on the perceived link to the local space and the relation to a local identity. This ethnographic approach to language endangerment will highlight the need to include language issues in the discussion around sustainability by showing linguistic communities losing their sense of "spaceness" and "timeness".

Aurélie Joubert is an Assistant professor in Language and Society with a specialisation in French sociolinguistics in the departments of European Languages and Cultures and Minorities and Multilingualism at the University of Groningen, the Netherlands. She graduated with a PhD in Linguistics from the University of Manchester. Her research focuses on language attitudes and ideologies towards minority languages. She is working on developing a holistic approach

towards language endangerment and revitalisation which brings the sociological and ecological aspects together and highlights the links between speakers, their language and

wider environment. Her most recent research project includes an audio-visual storytelling of language loss and involves speakers of the Gronings dialect of Lower Saxon.

Day 4, Saturday, September 24

Panel 13

Richard Parncutt (University of Graz, Austria): Can euphemisms exacerbate global warming?

Euphemisms are commonplace. “Climate”, “change”, and “climate change” sound neutral or positive. “Global warming”, “climate crisis” and “global heating” are preferable. Climate “adaptation” strategies can be catastrophic. Holocaust victims were murdered; they did not merely “die” or “perish”. Today, in the Global South, people are being killed (their deaths are being caused) by a combination of global warming and poverty, with temporal delay and geographic distance between cause and effect. But academic narratives prefer words like “health”, “disease”, “mortality”, “years of life lost”. To find the literature, search for euphemisms in Google Scholar. Climate euphemisms reflect a widespread, mild form of climate denial. Climate action can be promoted by more direct language (Grolleau et al., 2022). Example: If burning a

trillion tonnes of fossil carbon increases mean temperature by 2°C, which causes a billion future premature deaths, we kill a future person every time we burn 1000 tonnes of fossil carbon (Parncutt, 2019). The lifetime emissions (direct and indirect) of a typical middle-class American or upper-middle-class European kill one future person. Industries that burn millions of tonnes of carbon are killing thousands of future people. A billion richer people are killing a billion poorer people. Expressed this way, all emissions must stop as fast as humanly possible. The planned gradual energy transition is deeply immoral.

Richard Parncutt is Professor of Systematic Musicology and Director of the Centre for Systematic Musicology at the University of Graz. His frequently cited research addresses the perception and cognition of musical structure, the origins of music and religion, the psychology of music performance,

the human cost of global warming, low-carbon conferencing, and interdisciplinarity between humanities and sciences. He holds qualifications in physics and music from the University of Melbourne, a PhD in music, physics, and psychology from the University of New England, and a habilitation in music psychology from the University of Klagenfurt.

Linnea Hanell (Stockholm University, Sweden): Words of change. New words about climate, environment, and transformation

“Words are events,” wrote Ursula K. Le Guin, “they do things, change things” (2004, 178). And just as words change things, it is correspondingly true that things change words. Accordingly, as the world changes, the language that we use while being in this world changes. During the last couple of decades, humans’ growing concern to secure a sustainable development for the world’s climate and ecosystems has given rise to, or increased the use of, numerous words, such as climate refugee, ecocide, and geoengineering. With regard to the Swedish language, the Language Council of Sweden has documented lexical novelties by publishing a list of new words every year since 1986. This talk will present an ongoing study of these trend words in contemporary history, centering on words that relate to environment, climate, and transformation. Analytically, the study has three objectives. Firstly, it explores how the words themselves are

lexicographically construed, and what they denote. Secondly, it explores which language users have used the words before and after they were selected to the list. Thirdly, it explores how the words reflect earlier actions, and how they facilitate subsequent actions. Conceptually, the study draws on Mediated Discourse Analysis to apprehend the relationship between discourse and action (Scollon 2008), and on linguistic anthropology to apprehend the ways in which words allow people to organize (Davis 2000; Silverstein 2006). Ultimately, the study aims to shed light on the relationship between words and societal change.

Linnea Hanell holds a PhD in Scandinavian Linguistics, and works currently as a postdoctoral researcher at Stockholm University, and as a language expert at the Language Council of Sweden. Her postdoctoral project, Civic Communication in the Time of Climate Crisis, is funded by the Åke Wiberg Foundation 2020–2026. Her research has featured in journals such as *International Journal of the Sociology of Language*, *Discourse & Communication*, and *Journal of Linguistic Anthropology*.

**Martin Döring (University of Hamburg, Germany):
'Enlanguaging' wind on the North German coast: An
ecolinguistic perspective on an ephemeral entity in times
of a changing climate**

Wind represents one of the most common experiences of our everyday life. We step outside and the first thing we notice is the smell of the atmosphere, we feel a slight breeze in our face or we see how wind makes branches move. Wind can also turn into a dangerous entity becoming a storm or gale uprooting trees, destroying roofs or causing flooding. Against this background and equipped with an ecological theory of language, the present paper analyses how coastal dwellers in the East Frisian Wadden Sea in Germany linguistically engage with and relate to the invisible but tangible entity of wind. The study is based on 30 semi-structured interviews conducted with inhabitants on the islands of Baltrum and Norderney. All interviews were transcribed verbatim, analysed as outlined in Grounded Theory and refined by an ecolinguistic in-depth investigation to tackle the various ways of how wind and storms are locally 'enlanguaged'. The analysis revealed a variety of interpretative repertoires

displaying experiential knowledge(s) of 'doing wind with language' developing into local wind epistemologies. In sum, the aim of the paper is twofold: it empirically analyses the 'enlanguaging' of the ephemeral entity of wind from an ecolinguistic point of view while it also – though more generally – reflects on the relevance of local 'wind-cultures' for dealing with an increase of storm events in times of climate change.

Martin Döring was born in Hamburg (Germany) in 1966. He studied Romance Languages and Art History in Hamburg and Paris and received his PhD in 2002 on "The Politics of Nature: An Eco-Discursive Study of the Great Odra Flood in 1997". Since 1997, he has been involved in Ecolinguistics. He worked in NL on River Management and in GB on the Outbreak of Foot and Mouth Disease and is Co-editor of the online journal www.metaphorik.de and the book series *MatteRealities* with Transcript. Since 2012, he is a Senior Scientist at the Institute of Geography University of Hamburg where he works on the local and regional perception of Climate Change on the North Sea Coast.

Panel 14

Martina Russo (University of Bologna / University of Chieti-Pescara, Italy): Elisabeth-Jane Burnett's *The Grassling* and the chronotopic vision

In her narrative diary, *The Grassling*, the Anglo-Kenyan New Nature writer, Elisabeth-Jane Burnett, transcends linear time and blurs the boundaries of geographical space. Through reconnection with Kenya, her birth-land, she touches the past lives of her ancestors, merging their perspectives into her present life in the UK (Adam, 1998) (Evan, 2013). With a blend of poetry, timescapes, and an engaging style, *The Grassling* celebrates the marvelousness of both land and

language. The diary ranges across continents and geological time-spans as it explores the intersection of humans with the more-than-human world. In light of this particular spatio-temporal configuration, the aim of this paper is to identify the main conceptual directional metaphors (Lakoff and Johnson, 1980) (Stibbe, 2021) through Positive Discourse Analysis (Fill and Penz, 2018) (Macgilchrist, 2007) (Martin, 2004). In Burnett's work, the new directional evaluation DOWN IS GOOD tries to reverse the basis on which growthism (Halliday, 1992) is conceptually structured. Moreover, the frequent use of anachronies that allow the narration to jump from past to present, create a sense of imminent enchantment (Curry, 2019), moving away from the

ordinary, predictable, mechanical linear time of clocks, going into more circular, seasonal, and unpredictable time.

Martina Russo is a PhD candidate in Translation, Interpreting and Intercultural Studies at University of Bologna "Alma Mater Studiorum", Italy. She is teaching assistant of English at "G. D'Annunzio" University of Chieti-Pescara, Department of Foreign Languages, Literature and Modern Cultures. Her research is mainly focused on ecolinguistic approaches of Critical Discourse Analysis and Cognitive Linguistics. Her interests also cover the search for new and alternative discourses to be used as a more conscious way to approach the more-than-human world.

Daniela Francesca Viridis (University of Cagliari, Italy): Towards a beneficial definition of sustainability: An ecostylistic scrutiny of sources and texts

Temporal concepts and dimensions are closely blended with the basic structure of ecological discourse. The past is connected with the future; the present is depicted, on the one hand, as the sum of the outcomes of the past and, on the other hand, as the required springboard to the events of the future. For this reason, as contended by Stibbe, the time

range of a beneficial ecosophy is unlimited: it embraces the ability to live well in the present as well as in the future, i.e. it incorporates both present and future generations. The mainstream definitions of the noun “sustainability” provided by the Oxford English Dictionary and by recent ecology and environment dictionaries and textbooks mainly focus on the state of affairs in the decades to come; nevertheless, ecological problems are with us now, and drastic action and measures to save the planet must be taken immediately. In this presentation, I will explore the mainstream definitions of the term “sustainability” and its connections with temporality by applying the theoretical frameworks and the methodologies of ecostylistics and of ecolinguistics. Firstly, I will identify the beneficial and destructive features of these definitions; secondly, I will compare these definitions and features with the linguistic data and the value-system of a beneficial text from the environment focusing on ecological and social sustainability. My main aim is to rephrase these definitions of “sustainability” and to create a working one by leaving out their destructive notions and by adding the concepts in the beneficial text.

Daniela Francesca Viridis is an Associate Professor of English Language and Translation at the University of Cagliari. She is a member of the International Ecolinguistics Association Steering Group and was the Secretary of Poetics And Linguistics Association. She is the author of *Ecological Stylistics: Ecostylistic Approaches to Discourses of Nature,*

the Environment and Sustainability (2022, Palgrave Macmillan) and *Serialised Gender: A Linguistic Analysis of Femininities in Contemporary TV Series and Media* (2012, ECIG), which was awarded the Italian Association of English Studies Book Prize 2013.

Pankhuri Bhatt (University of Graz, Austria): The Himalayan trees then and now: An ecolinguistics of short stories by Ruskin Bond

The intrinsic relationship between trees and their surroundings in the Himalayas and its evolution in time in the short stories by the British-Indian writer, Ruskin Bond, forms the subject matter of this Paper. The writer refers to all aspects of life in the Himalayas in general in his writing, but in this study, I shall focus on the emphasis placed on the trees and their ecosystem that are particular to this geographical setting in the span of half a century. Since Ecolinguistics is a broad domain, I will specifically focus on the scientific studies by Arran Stibbe but also use works like *Greenspeak: A Study of Environmental Discourse* by Harré et al. (1999) and *The ecology of intercultural interaction: timescales, temporal ranges and identity dynamics* (2014). Some of the questions I will ponder over will be: What language does Ruskin Bond use to represent animals that live on trees? Are they represented as agents, sensors or affected participants? What effect does this have on the reader? What ideologies does he

convey through his language choices? What words are used to describe the changes in and around these trees over the years? How do these stories contribute to the construction of the identities of human beings who come in contact with these trees? What is the conviction of his short stories? I will hence reflect upon the language in Bond's writing to elucidate his ideas about the existence of trees in the Himalayan region.

Pankhuri Bhatt currently is a University Assistant (prae doc) at the Institut für Romanistik at the University of Graz. Pankhuri Bhatt has previously taught as Guest Faculty at the

Doon University, India. A former Erasmus Mundus Double Master's Degree scholar in European Literary Cultures, she studied at the University of Strasbourg, France and at the University of Bologna, Italy. She also holds an M.Phil in French Literature from Jawaharlal Nehru University, New Delhi. Her research interests include the presence of nature in English, French and Italian literature, with particular focus on the Himalayas and the Alps. Apart from academics, she is also an Intercultural Trainer.

Panel 15

Wilhelm Trampe (Osnabrück University, Germany): The role of language in the sustainability debate

In the question of how to shape the guiding principle of sustainable development, the importance of language is rarely, if ever, addressed. Even in *The Handbook of Sustainability Communication*, the relevance of language is not explicitly mentioned (cf. Michelsen/Godemann 2007). Therefore this presentation examines the role of language in the understanding of the guiding principle of sustainable development; using the example of typical communication strategies from an ecolinguistic view (cf. Fill/Penz 2018, Trampe 2015). After an overview given about general

communication patterns of selected actors within sustainability communication, exemplary campaigns from the fields of advertising and public relations of different economic sectors (e.g. energy industry, car industry, chemical industry) are presented with regard to their semiotic staging of the ideas of sustainable development.

It is shown that the prevailing linguistic-semiotic communication strategies in the advertising and PR campaigns of large corporations impair or prevent a socio-ecological transformation of social systems with the goal of sustainable development by blocking a sustainable use of language in dealing with the natural environment.

Wilhelm Trampe studied economics, pedagogy, German language and literature at the Universities of Osnabrück and Bielefeld, and took a corresponding course in ecology at the University of Tübingen; PhD in 1988 on ‚Aspects of an Ecological Linguistics‘; numerous publications about the relations between language and ecology; lecturer at the University of Osnabrück.

Gavin Lamb (University of Oslo, Norway): Political discourses and practices of multispecies communities: Encountering sea turtles in Hawai‘i

Today, green sea turtles once near the brink of extinction in the 1970s can be easily found along Hawai‘i’s nearshore areas thanks to a decades-long conservation effort. However, this conservation success story has led to some unforeseen challenges as a fast-growing ecotourism industry in Hawai‘i has capitalized on this success, leading to growing conflict and debate about the future of human-sea turtle relations in Hawai‘i. In this presentation, I examine the nexus of political discourses which collide in public community forums for debate about a beach that has become the most popular sea turtle tourism destination in Hawai‘i over the past twenty years. Local community members with different interests, credentials and experiences with sea turtles and the beachscape these creatures inhabit negotiate multiple and often competing visions for human relations with sea turtles

and their habitats. These social actors negotiate conflicting political positions through an assemblage of touristic, environmental, legal, scientific, Indigenous and governmental discourses and expressed through a range of discursive moves, such as challenging or bending frames and eclipsing the discourses of others (Scollon 2012). I argue for attending to the environmental knowledge-making practices these offline/online public gatherings make possible as forums for human democratic inclusion and exclusion. Yet outside of these human actors, I also suggest ways for ecolinguists to appreciate the meaning-making capacity of nonhuman actors like sea turtles as active political participants shaping multispecies communities in the Anthropocene.

Gavin Lamb is a Postdoctoral Fellow in the Center for Multilingualism in Society across the Lifespan, at the University of Oslo. His research interests include the sociolinguistics of multilingualism, ecotourism, mediated discourse analysis, intercultural communication, nexus analysis, and qualitative research methods. This interdisciplinary research explores the role of linguistic and social practices in shaping both healthy and problematic human relationships with threatened wildlife and the places we inhabit together. His previous publications have appeared in *Applied Linguistics*, *Multilingua*, *Applied Linguistics Review*, and the *Cambridge Handbook of Discourse Studies*.

Arianna Del Gaudio (University of Naples “Orientale”, Italy): Framing and reframing climate change through documentary film: An ecolinguistic analysis of imagined futures in *Seat at the Table*

Over the past decades, climate change has emerged as a serious challenge for world communities, and it has been widely discussed also in terms of its implications for future generations (Carvalho, 2020; Fløttum, 2010; White, 2017). Notwithstanding the increase of practices of activism and the contribution in taking positive actions, the communication of climate change and environmental issues in media is still characterized by worrying and negative values, such as uncertainty and dramatization (Fløttum et al., 2014; Russo, 2019). For this reason, it is crucial to look at alternative narratives that go beyond the current construction of apocalyptic scenarios. On this premise, the present study provides an analysis of counter-narratives articulated by the “unheard voices” – people on the frontline of the worldwide climate emergency – interviewed by the climate activist Jack Harries during the filming of the documentary *Seat at the Table* (2021). More specifically, the investigation intends to focus on how the interviewees reframe climate change and future implications through discourse in order to deconstruct dominant narratives in environmental and climate change discourses. The study relies on a theoretical and methodological framework that combines Critical Discourse

Analysis and Ecolinguistics. In particular, it draws upon ecosophies of future, social justice and resilience (Stibbe, 2015). Findings will shed light on how under-represented subjects in the climate debate from different socio-cultural contexts reflect upon the importance of temporalities and intergenerational cooperation in the shift toward a sustainable future.

Arianna Del Gaudio is a PhD student in English Language and Translation Studies at the Department of Literary, Linguistic and Comparative Studies of the University of Naples L’Orientale. She holds a Master’s Degree in European and American Languages and Literatures from the same university, with a final dissertation on translation of Caribbean English varieties. Her current research interests include Climate Change and Corporate Discourse Studies. Hence, she is carrying out a research project which focuses on the analysis of corporate discourses around sustainability and climate change. Other research interests include Corpus Linguistics, Critical Discourse Studies, World Englishes, Postcolonial and Translation Studies.

Lea Pešec (University of Graz, Austria): Through the lens of a music video and song lyrics: An analysis of the Flint Water Crisis and environmental racism

How do music videos and lyrics represent environmental issues? The focus of this paper is on the exemplification of the Flint water crisis (2014 – 2016) through lyrics and music video titled “Flint Michigan Water Crisis Song by DMT the Rapper”. The Flint water crisis was a man-made public health and environmental crisis. It is argued that this crisis was rooted in and based on environmental racism, institutional racism, and environmental and racial capitalism (Ray, Mohai, Bullard). This paper presents a close multimodal analysis of verbal and non-verbal communication modes found in the lyrics and music video (Forceville). Aiming to prove that the Flint water crisis is an example of the interconnectedness of different inequalities and injustices, this paper argues that the crisis is an example of environmental racism due to the fact that over 54% of Flint’s residents are African American people (World Population Review). Environmental injustices and environmental racism “refers to any environmental policy, practice or directive that differentially affects or disadvantages

(whether intended or unintended) individuals, groups or communities based on race or colour” (Bullard 3). Subsequently, environmental racism is supported by various legal and governmental legislations. This specific music video presents a contemporary cultural expression of a voice by a resident(s) of Flint over their anguish regarding the environmental crisis. This paper examines how the song lyrics and video refer to and represent environmental racism and racial capitalism as the main causes of the Flint water crisis.

Lea Pešec is a student in the European Joint Master’s Programme in English and American Studies at the University of Graz. She has obtained two Bachelor’s degrees in English Language and Literature and Sociology from the University of Zadar in 2020. Lea has worked as a student assistant at the Center for Inter-American Studies and at the Institute of English Studies, University of Graz. Her research is focused within the field of cultural studies, more specifically, gender studies, age/aging studies and media studies. She is currently writing her MA thesis on representations of queer bodies, identities, and experiences.

Poster Presentations

Anna Aschauer (University of Graz, Austria): Is green growth our solution? The rhetoric of growthism in COP26 speeches

The research presented in this poster builds on the concept of growthism—a narrative paradigm constructed through our language use that favours growth and large size over shrinkage and small size—first proposed by Michael Halliday in his seminal paper "New ways of meaning: a challenge to applied linguistics" (1990). This assumption that growth is necessarily beneficial is also deeply ingrained in the language and thought of the economic sector: economic growth as a fixed expression is common in economic discourse, and accepted as a basic economic principle. However, this expectation of eternal economic growth dismisses the boundaries of our natural resources, causing environmental destruction and the vast social injustices connected to it. (cf. Schumacher (1973), Coleman (2007), Douglas (2008)). The idea that economic growth would be proposed as a possible solution to environmental destruction is thus untenable. Even the notion that economic growth can coexist with the environmental conservation necessary to curb the effects of climate change is misguided and has been scientifically disproved (cf. Hickel/Kallis 2019). Yet, in political discourse around climate change, rhetoric supporting green economic growth—the idea that the climate crisis can be economically

outgrown, out-invested, and out-innovated—is still prevalent. Occurrences of this rhetoric are analyzed in five speeches held at the COP26, the Climate Change Conference held in Glasgow in 2021. The analytical categories operationalize the basic assumptions of green growthism, as outlined by Hickel and Kallis (cf. 2019:469), by interrogating the occurrences of the semantic fields of innovation, investment, and (economic) growth. Moreover, any instance of language arguing toward a possible decoupling of climate preservation, especially the reduction of greenhouse gases and economic growth is analyzed. The findings of this research suggest that, to a large degree, green growthism still informs much of the solutions to the climate crisis presented to us in political discourse—especially from leaders of economically dominant countries—and proposes conclusions related to issues of environmental justice and the post-factuality of climate-related discourse.

Anna Aschauer is a Master's student in English and American Studies at the University of Graz and is currently on exchange at the City College of New York. Her interests include ecofeminist analysis, sociolinguistics, and ecolinguistics. She is particularly interested in the reciprocal relationship between capitalist narratives and the exacerbation of climate change. In the capacity of a student

assistant she has supported the organizational team leading up to the Ecolinguistics conference.

Anna Meyer (University of Graz, Montanuniversität Leoben, Austria): Writing for future generations – A corpus and critical discourse analysis of sustainability and its communication in the raw material sector

The results of human activity on the planet are undeniable. Climate change can be directly associated with human activities (Steffen et al. 2015). In recent years, writing sustainability reports to account for impacts has become a trend (Cahyandito 2005). Therefore, mining companies may create a narrative on the sustainable use of natural resources. The research investigates the following questions: Does the raw material sector use language to describe and present its practices in sustainability report writing to strengthen a sector narrative and justify its actions? How is this visible on the level of discourse and metadiscourse? Existing investigations target aspects such as genre (Bowers 2010) and examine language in companies (Milne et al. 2009). Often these investigations target one country (Laine 2005, Milne et al. 2009) or one company (Livesey 2002, Buhr & Reiter 2006) or contrast different cultural contexts (Hugé 2012). However, there has not been any research done on the sustainability narrative of global mining companies. Therefore, this research project will create a corpus of the sustainability

reports of mining companies and a multilevel analysis focusing on language use and word frequency. Additionally, a diachronic evaluation of the findings aims to reveal possible changes over time due to prominent events such as the launch of the Sustainable Development Goals. For this thesis, corpus linguistic methods will be the basis of a critical discourse analysis approach (Fairclough 2001, Wodak & Meyer, 2001). The poster aims to present the methodology and research design of the envisioned study.

Anna Meyer, MA BA, graduated in English and American studies and holds a BA in German Studies. Currently, she is a Climate Actions Research Manager at the Resources Innovation Center Leoben at Montanuniversität Leoben. Her field of activity includes project initiations, applications and developments that contribute to climate change mitigation. Since 2022 she has also been a board member of Climate Change Centre Austria. Another of Anna's fields of activity is the Sustainable Development Goals. In this role, Anna Meyer represents the Montanuniversität Leoben in the Alliance of Sustainable Universities in Austria. Her task is to make Austrian universities more sustainable and to foster the exchange of experience and the results of this activity to Montanuniversität Leoben. She is also the editor of the university's sustainability magazine called TripleN. Anna Meyer is currently working on her PhD at the University of Graz with the working title: "Writing for future generations – A

corpus and critical discourse analysis of sustainability and its communication in the raw material sector”.

Yana Vermenych (University of Gloucestershire, England): Metaphoric representation of war and nature in documentary films

This study aims to explore multimodal instantiations of conceptual metaphors in documentaries addressing the problem of the environmental footprint of warfare. The films analysed are *Scarred Lands and Wounded Lives: The Environmental Footprint of War* (2008); *Footprints of war: Nature under fire* (2014), and *Life After Conflict: Healing the Environmental Wounds of War* (2019). The study is informed by conceptual metaphor theory (Lakoff & Johnson 1999), multimodal metaphor (Forceville and Urios-Aparisi 2009) and discursive analysis of metaphor (Musolff 2006). In the focus of

attention are metaphors that are instantiated in verbal, visual and/or aural modes, highlighting certain aspects of the environmental impact of modern wars. I also consider the applied potential of multimodal metaphors in the documentaries under study to reframe the modern understanding of war and to form new micronarratives of warfare and its impact on the environment.

Yana Vermenych is a Visiting Scholar at the University of Gloucestershire. She has recently received her doctorate in Linguistics from V. N. Karazin Kharkiv National University (Ukraine). Her main research interests are in cognitive linguistics, ecolinguistics, discourse studies and multimodality. Her PhD research focused on multimodal instantiations of conceptual metaphors in ecological film discourse. She is currently analyzing documentaries addressing the problem of the environmental footprint of warfare.

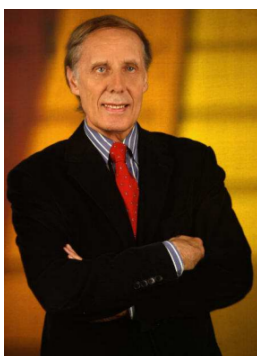
Academic Committee

Martin Döring



Martin Döring was born in Hamburg (Germany) in 1966. He studied Romance Languages and Art History in Hamburg and Paris and received his PhD in 2002 on “The Politics of Nature: An Eco-Discursive Study of the Great Odra Flood in 1997”. Since 1997 involved in Ecolinguistics. He worked in NL on River Management and in GB on the Outbreak of Foot and Mouth Disease and is Co-editor of the online journal www.metaphorik.de and the book series *MatteRealities* with Transcript. Since 2012 he has been a Senior Scientist at the Institute of Geography University of Hamburg where he works on the local and regional perception of Climate Change on the North Sea Coast.

Alwin F. Fill



Alwin Fill is professor Emeritus of English Linguistics at Graz University (Austria). He studied English and Latin at the University of Innsbruck and undertook further studies at Queen’s college (University of Oxford, UK) and the University of Michigan (Ann Arbor, USA). His main research interests are ecolinguistics, language and suspense, the impact of language, and linguistics for peace. He has published books on all of these topics; in 2018, his *Routledge Handbook of Ecolinguistics* appeared (co-ed. with Hermine Penz). His books on Ecolinguistics include *The Ecolinguistics Reader* (ed. with P. Mühlhäusler, 2001) and *Sustaining Language. Essays in Applied Ecolinguistics* (ed. with Hermine Penz, 2007).

Georg Marko



Georg Marko is an associate professor in English linguistics at the English Department at Karl-Franzens-University Graz, Austria. He studied English and American studies and linguistics at the Universities of Graz and Lancaster. His main research interest is corpus-based Critical Discourse Analysis, with a special emphasis on health and risk discourses.

Hermine Penz



Hermine Penz is Associate Professor at the English Department of the University of Graz. Her main research lies in the fields of discourse analysis, pragmatics and sociolinguistics with a focus on language and culture and ecolinguistics. She has worked in the field of ecolinguistics since the mid 1990s and has organised conferences, published articles and co-edited numerous books in the field. She is co-editor (with Alwin F. Fill) of *The Routledge Handbook of Ecolinguistics* and is associate editor of the journal *Pragmatics and Society* (editor-in-chief: Jacob L. Mey).

Wilhelm Trampe



Wilhelm Trampe studied economics, pedagogy, German language and literature at the Universities of Osnabrück and Bielefeld; corresponding course in ecology at the University of Tübingen. He completed his PhD in 1988 on 'Aspects of an Ecological Linguistics' and published numerous publications about the relations between language and ecology. Currently, he is a lecturer at the University of Osnabrück.

Non-Academic Programme

Outing to wine region on Saturday, September 24

Weingut Kieslinger

Haselbrunn 7

8430 Leibnitz / Kogelberg



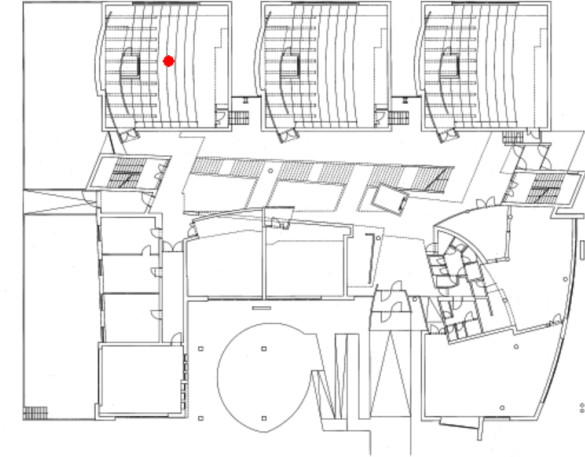
After the closing event on **September 24**, a bus will pick us up at **13:00** to bring us to the Styrian wine region. There, we will take a walk through the beautiful scenery before stopping at the Buschenschank "Kieslinger". The wine tavern will offer traditional foods and drinks, including plenty of vegan and vegetarian options. We will be back in Graz at approximately **19:00**.

Meeting point for bus pick-up: September 24, 1:00 p.m., Universitätsplatz 1 (in front of the main building)

Registration for this event by: Thursday, 22 Sept. 11.00 a.m. (welcoming desk)

General Information

Location: University of Graz, Heinrichstraße 36, ground floor, lecture halls 11.01 and 11.02



Conference Wifi: UniGrazTagung (free access)

The wifi can be accessed at Heinrichstraße 36, ground floor, lecture halls 11.01 and 11.02

Reception, Lunch, and Coffee Breaks

Lunches

On Thursday (Sept. 22) and Friday (Sept. 23), hot lunches will be served at the conference venue outside of the lecture halls at Heinrichstr. 36 on the ground floor; this will take place during the lunch breaks indicated in the programme. On Saturday, lunch will be eaten at Weingut Kieslinger during the outing to the wine region.

Coffee Breaks

Coffee, tea, and other drinks will be served with snacks at the conference venue outside of the lecture halls at Heinrichstr. 36 on the ground floor during the coffee breaks indicated in the programme.

Reception at the Mayor's Town Hall

At the reception on Wednesday evening (Sept. 21) a cold buffet will be served at the Mayor's Town Hall (Rathaus, Hauptplatz 1, 8010 Graz).

Closing Reception

There will be no conference lunch on-site on Saturday (Sept. 24). We have organized an outing to the Styrian wine region where we will have lunch and drinks together. Registration for this event by: Thursday, 22 Sept. 11.00 am. (welcoming desk).

Public Transportation

Taxi	Bus	Tram
<p>Public Transport Graz: www.holding-graz.at</p> <p>Graz Taxi 24: +43 (0) 316 812 190</p> <p>Graz Taxi 878: +43 (0) 316 878</p> <p>Taxi Graz: +43 (0) 676 510 1993</p>	<p><u>From Jakominiplatz (central transfer point):</u></p> <p>Line 30 direction Geidorf to stop at “Mozartgasse”</p> <p>Line 31 direction Uni-Resowi to stop “Uni Mensa”</p> <p><u>From main train station (Hauptbahnhof):</u></p> <p>Line 58 direction Mariagrun to stop “Mozartgasse”</p> <p>Line 63 direction St. Peter Schulzentrum to stop “Universität”</p>	<p><u>From Hotel Weitzer (enter at the stop Kunsthaus)</u></p> <p>Line 1 direction Mariatrost</p> <p>Line 3 direction Krenngasse</p> <p>Line 6 direction St. Peter</p> <p>Line 7 direction St. Leonhard/LKH to Jakomini and change to get on bus line 30 or 31 (see above)</p>

***Please remember to buy bus and tram tickets (via GrazMobile app, online, in the trams or at “Tabaktrafik” shops)! Hourly ticket €2.70, 24-hour ticket €5.80**

Restaurants and Cafés near the University of Graz

Uni Café

(at the conference venue)

Heinrichstraße 36, 8010 Graz

Parks Café

(vegetarian/vegan/ Coffeeshop)

Zinzendorfgasse 4, 8010 Graz

Galliano

(Pizza/Italian)

Harrachgasse 22, 8010 Graz

Dean & David

(Salad and Bowl Bar)

Zinzendorfgasse 30, 8010 Graz

Beanery Speciality Coffee Bar

(Coffeeshop)

Zinzendorfgasse 20, 8010 Graz

Auer Café & Bakery

(Coffeeshop and bakery)

Zinzendorfgasse 29, 8010 Graz

Contact

General contact:

Institute of English Studies Secretary

Jacqueline Auer

Heinrichstraße 36/II, 8010 Graz

Phone: +43 (0)316 380 - 2475

E-mail: [anglistik\(at\)uni-graz.at](mailto:anglistik(at)uni-graz.at)

Mo-Fr, 9-12 o'clock

Gerlinde Trinkl

Heinrichstraße 36/II, 8010 Graz

Phone: +43 (0)316 380 - 2488

E-mail: [anglistik\(at\)uni-graz.at](mailto:anglistik(at)uni-graz.at)

Mo-Do, 9-12 o'clock

Emergency numbers:

European Emergency Number: 112

Emergency call: 144

Police: 133

Fire brigade: 122

24h pharmacy rescue call: 1455

Address:

University of Graz, Heinrichstraße 36,

Institut für Anglistik

E-mail:

ecolinguistics@uni-graz.at



@ecolinguisticsconferencegraz

Thank you to our collaborators and sponsors!

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City of Graz

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