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Power, or Metaphors We Die; What Makes a Grammar Green? A Reply to Goatly; A Response to Schleppegrell: What Makes a Grammar Green?; Language and Ecological Crisis: Extracts from a Dictionary of Industrial Agriculture; ECOCRITICAL DISCOURSE ANALYSIS AND LANGUAGE AWARENESS

The Passive Voice of Science: Language Abuse in the Wildlife Profession
Constructing the Environmental Spectacle: Green Advertisements and the Greening of the Corporate Image, 1910-1990;
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Sommario/riassunto

Thirty years ago, a new linguistic paradigm was created when Einar Haugen, for the first time, combined language with ecology. For Haugen, "the ecology of language" meant the study of the interrelations between languages in the human mind and in the multilingual community. Since then a special branch of linguistics, named ecolinguistics, has developed in which the connection between language and ecology has been established in a variety of ways and by using a multitude of methods and approaches. This reader contains important articles from all the different fields of ecolinguistics - a volu
