

# KOTESOL 2022 – An Ecolinguistics Approach to Education

*Jason D. Gold*

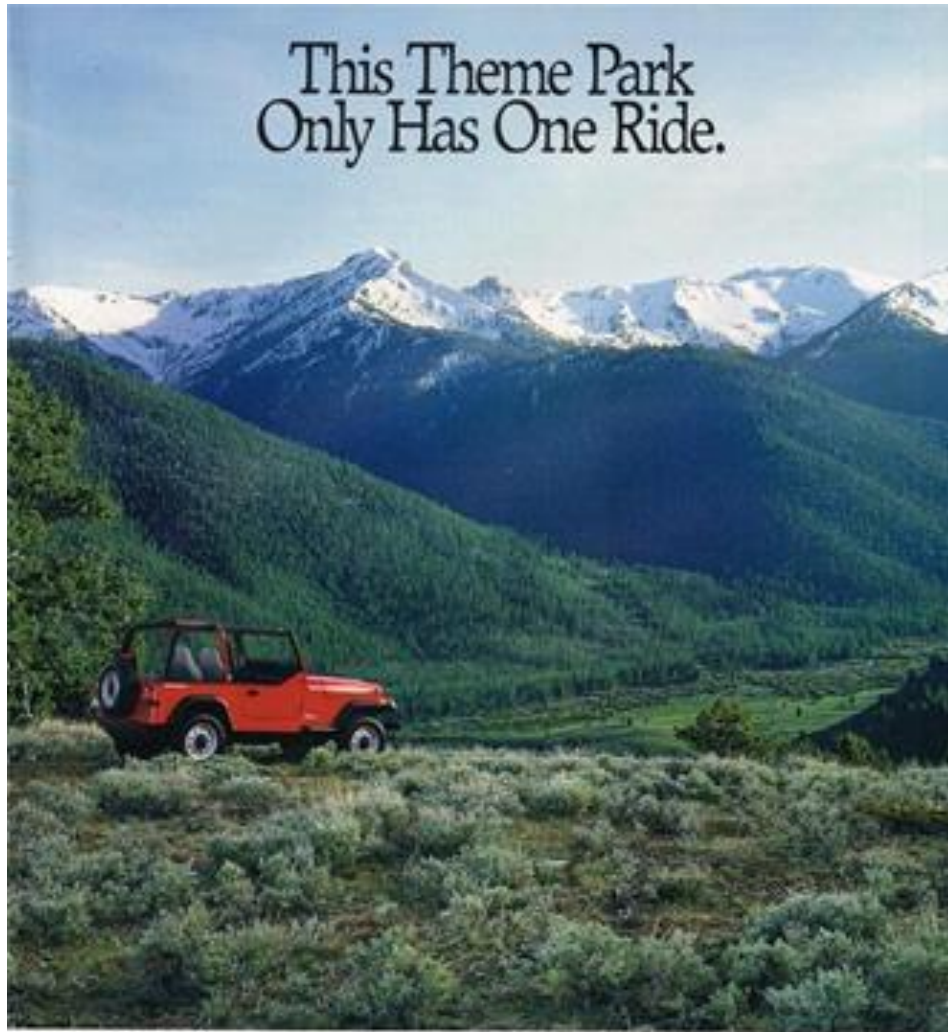
## Breakout Session #1: Introduction

- 1.) What is your current teaching (or learning) context?
  - 2.) Do any of the courses you teach (or take) involve environmental education?
    - If yes, explain briefly
    - If no, explain (why not)
  - 3.) Do you feel students (yours, in general) are learning enough about the environmental issues of the world?
  - 4.) Do you think more needs to be done within your teaching/learning context regarding this? Why/why not?
- 

## Breakout Session #2: Framing & Metaphor (Ad #1)

- 1.) **Framing:** a story that uses a packet of knowledge about one area of life (a frame) to structure another area of life.
- 2.) **Metaphor:** a story where one area of life is talked about using words drawn from a different one (frame)
  - **Source Frame** – the area of life that is being used to talk about and think about the target domain
  - **Target domain** – what is actually being talked about (*i.e., the product*)
  - **Entailment:** how effectively the source frame is able to influence how we think about the target domain (*i.e., if it successfully creates a new association in our mind between these two different areas of life*)
  - **Ecosophy:** beneficial, ambivalent, or harmful story?

Advertisement #1: Jeep advertisement



This Theme Park  
Only Has One Ride.

**\$11,530\***



Jeep Wrangler has been attracting visitors to this theme park for many years. Wrangler's legendary shift-on-the-fly four-wheel drive

provides all the thrills you'll ever need. There's the added attraction of a 125 horsepower engine and Chrysler's Owner's Choice Protection Plan! You'll also find the price of admission very reasonable, considering this ride lasts a



let longer than three minutes.

For more information about the rugged Jeep Wrangler, or for the dealer nearest you, please call 1-800-JEEP-EAGLE.

**There's Only One Jeep!**  

\*Wrangler 3.0MHP including title, taxes, and destination charge. This limited warranty, restrictions, and details at dealer. Always wear your seat belt. Jeep is a registered trademark of Chrysler Corporation.

Advertisement #2: Chick-fil-A advertisement



Advertisement #3: Tide advertisement

# KEEP IT COOL.



**IF EVERYONE IN THE UNITED STATES WASHED THEIR LAUNDRY IN COLD WATER ...**

**THE ENERGY SAVED IN ONE YEAR WOULD EQUAL THE ENERGY PRODUCED AT THE HOOVER DAM FOR 4 YEARS**

**WHICH IS ENOUGH TO POWER THE EMPIRE STATE BUILDING FOR THE NEXT 444 YEARS**

**AND COULD REDUCE CO<sub>2</sub> EMISSIONS BY UP TO 11 MILLION METRIC TONS EVERY YEAR.**

**A HOUSEHOLD SWITCHING TO COLD WATER WASHING FOR A YEAR ...**

**WOULD SAVE ENOUGH ENERGY TO WATCH TV FOR 1,363 HOURS**

**PLAY XBOX 360 FOR 684 HOURS**

**CHARGE AN IPHONE 4S 30,861 TIMES**

**OR POWER AN AVERAGE NEW REFRIGERATOR FOR NEARLY 4 MONTHS.**

**TIDE COLDWATER IS A SPECIALLY FORMULATED DETERGENT THAT PROVIDES A DEEP CLEAN IN COLD TEMPERATURES. IT IS A SMART, PRACTICAL CHOICE FOR CONSUMERS LOOKING TO CUT HOUSEHOLD COSTS AND UTILIZE THE MONEY AND ENERGY-SAVING BENEFITS OF USING COLD WATER FOR THEIR LAUNDRY. WASH IN COLD WITH TIDE COLDWATER AND SAVE UP TO 50% OF ENERGY PER WASH CYCLE.**

Data provided by the Alliance to Save Energy, and Based on national average electric costs (10¢), water heater at 140°F, warm to cold water switch, 7 loads/wk, and assuming the efficiency of electricity generation and transmission of 35%. Created in partnership with eBlueMedia

### **Breakout Session #3: Erasure (Ads #1 and #2)**

**Erasure:** a story that an area of life is unimportant or unworthy of consideration Can occur through one of three methods:

- ‘The Void’: the environment or natural world is entirely absent
- ‘The Trace’: the environment or natural world is only briefly or indirectly mentioned
- ‘The Mask’: the environment or natural world is obscured and replaced with an alternative story

1. What kind of erasure do you see in the advertisement?
2. What exactly is being erased, and why?
3. Do you think this ad is beneficial, destructive, or ambivalent?
4. Analyze the advertisement (language, color, characters, etc.) to support your reasons

### **Breakout Session #4: Identity (All Ads)**

**Identity:** stories about what it means to be a particular kind of person

1. What kind of consumer identity does each advertisement attempt to create?
2. Is it beneficial, destructive, or ambivalent?
3. Analyze the advertisement (language, colors, pictures, etc.) to support your reasons

## **8 Types of Stories**

Social Cognition		Linguistic Manifestation
<i>Type</i>	<i>Explanation</i>	<i>What to look for</i>
ideology	a story of how the world is and should be which is shared by members of a group	discourses, i.e., clusters of linguistic features characteristically used by the group
framing	a story that uses a packet of knowledge about an area of life (a frame) to structure another area of life	trigger words which bring a frame to mind
metaphor (a type of framing)	a story that uses a frame to structure a distinct and clearly different area of life	trigger words which bring a specific and distinct frame to mind
evaluation	a story about whether an area of life is good or bad	appraisal patterns, i.e., patterns of language which represent an area of life positively or negatively
identity	a story about what it means to be a particular kind of person	forms of language which define the characteristics of certain kinds of people
conviction	a story about whether a particular description of the world is true, uncertain or false	facticity patterns, i.e., patterns of linguistic features which represent descriptions of the world as true, uncertain or false
erasure	a story that an area of life is unimportant or unworthy of consideration	patterns of language which fail to represent a particular area of life at all, or which background or distort it
salience	a story that an area of life is important and worthy of consideration	patterns of language which give prominence to an area of life

## **Resources**

### **Ecolinguistics Book**

Stibbe, A. (2021). *Ecolinguistics: language, ecology and the stories we live by* (2nd ed.). Routledge.

### **Ecolinguistics Website**

<https://www.storiesweliveby.org.uk/>