

Genetically Modified Language The Discourse Of Arguments For Gm Crops And Food

This book tells the story of an unprecedented experiment in public participation: the government-sponsored debate on the possible commercialization of 'GM' crops in the UK. Giving a unique and systematic account of the debate process, this revealing volume sets it within its political and intellectual contexts, and examines the practical implications for future public engagement initiatives. The authors, an experienced team of researchers, produce a conceptually-informed and empirically-based evaluation of the debate, drawing upon detailed observation of both public and behind-the-scenes aspects of the process, the views of participants in debate events, a major MORI-administered survey of public views, and details of media coverage. With innovative methodological work on the evaluation of public engagement and deliberative processes, the authors analyze the design, implementation and effectiveness of the debate process, and provide a critique of its official findings. The book will undoubtedly be of interest to a wide readership, and will be an invaluable resource for researchers, policy-makers and students concerned with cross-disciplinary aspects of risk, decision-making, public engagement, and governance of technology.

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Continuously evolving to address the needs of today's students, THE HODGES HARBRACE HANDBOOK, 19th Edition, guides student writers in developing their understanding of the rhetorical situation. This understanding enables even those students with minimal experience or confidence in their writing to learn to write more effectively--to choose the most pertinent information, arrange it well, and use the most appropriate language when writing for an audience. This grammar-first handbook provides comprehensive coverage of grammar, style, punctuation, mechanics, writing, and research--all presented in the context of rhetorical concerns, including the writer, reader, message, context, and purpose. Like all of its predecessors, the nineteenth edition provides both teachers and students the ease of reference and attention to detail that have made the HARBRACE handbooks THE standard of reliability since 1941. This edition has been updated to reflect guidelines from the 2016 MLA HANDBOOK, Eighth Edition. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version. This edited volume addresses perspectives and prospects of English as a lingua franca (ELF) in connection with other areas of linguistics. It is the first volume that brings together ELF scholars and experts from a wide range of areas in linguistics (such as corpus linguistics, sociolinguistics, historical linguistics, language pedagogy, language policy, intercultural communication) in order to explore how ELF relates to these fields.

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With cases studies used throughout to help illustrate the more general points, this is an analysis of the most important characteristics of television dialogue, with a focus on fictional television. The book illustrates how we can fruitfully and systematically analyse the language of television.

Corpora and Digitally-driven Critical Analysis

Canadian Struggles on the BioCommons

Interdisciplinary Research in Stylistics in Honour of Michael Toolan

Textual Analysis for Social Research

The Archaeology of Knowledge

Biotechnology and Genetic Engineering

Africa's Gene Revolution

This book offers a 'how-to' guide to conducting research in discourse analysis. Organised around different approaches to discourse analysis and working with different types of discourse data, the book will help students answer questions such as: Which approach should I take? What kind of data should I analyse and how do I set about collecting it? What consideration should I give to ethics? How do I make my analyses systematic and rigorous? How do I report my findings? Both qualitative and quantitative (corpus-based and experimental) methods are covered. Illustrated with far-ranging, detailed, and original case-studies, each chapter follows a consistent format that takes readers step by step through the

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research process, from design to implementation and presentation. Chapters can be read independently of one another. This is the ideal companion for any student undertaking research in discourse analysis within English language, linguistics, applied linguistics, and communication studies programmes.

For decades, government, industry, and the mainstream media have extolled the virtues of biotechnology while downplaying its negative side effects. Focusing on agriculture, *Resistance Is Fertile* challenges this dominant rhetoric by analyzing the major issues around which opponents of biotechnology in Canada are mobilizing resistance – namely, the enclosure of the biological and the knowledge commons, which together form the BioCommons. What emerges is an empirically and theoretically informed analysis of Canada's regulatory regime, the corporate control of seeds, and attempts to construct and control public discussions about agricultural biotechnology.

Packed with contemporary examples from the business world, this is an exciting and engaging text which explains how language works in business, how to analyse it and how to use it in an informed and creative way.

The book is split into three parts, which look at business communication from corporate, management and employee perspectives. Wide-ranging in nature, it explores a variety of topics ranging from

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stakeholder communication and brand narratives to managing conflict and self-branding. Each chapter contains ample opportunity for readers to put new skills into practice, while case studies act as springboards for further discussion. This is essential reading for students of both language and business-related disciplines, both during and beyond their studies. It is also an indispensable resource for teachers of business communication.

Written in a clear, accessible style and drawing on illustrative examples, 'Genetically Modified Language' is an insightful look at the arguments for and against GM crops. The author analyses the language used and assesses its effect on public opinion.

How Biotechnology Is Being Kept Out of Africa

Discourses of Perfection

Risk, Politics and Public Engagement

Researching Discourse

Genetically Modified Crops and the Future of African Agriculture

Analysing Discourse

Proceedings of a Conference at Iowa State University, June 1-2, 2012

This is a detailed history of one of the most important and dramatic episodes in modern science, recounted from the novel vantage point of the dawn of the information age and its impact on representations of nature, heredity, and society. Drawing on archives, published sources, and interviews, the author

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situates work on the genetic code (1953-70) within the history of life science, the rise of communication technosciences (cybernetics, information theory, and computers), the intersection of molecular biology with cryptanalysis and linguistics, and the social history of postwar Europe and the United States. Kay draws out the historical specificity in the process by which the central biological problem of DNA-based protein synthesis came to be metaphorically represented as an information code and a writing technology and consequently as a book of life. This molecular writing and reading is part of the cultural production of the Nuclear Age, its power amplified by the centuries-old theistic resonance of the book of life metaphor. Yet, as the author points out, these are just metaphors: analogies, not ontologies. Necessary and productive as they have been, they have their epistemological limitations. Deploying analyses of language, cryptology, and information theory, the author persuasively argues that, technically speaking, the genetic code is not a code, DNA is not a language, and the genome is not an information system (objections voiced by experts as early as the 1950s). Thus her historical reconstruction and analyses also serve as a critique of the new genomic biopower. Genomic textuality has become a fact of life, a metaphor literalized, she claims, as human genome projects promise new levels of control over life through the meta-level of

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information: control of the word (the DNA sequences) and its editing and rewriting. But the author shows how the humbling limits of these scriptural metaphors also pose a challenge to the textual and material mastery of the genomic book of life.

The Routledge Linguistics Encyclopedia is a single-volume encyclopedia covering all major and subsidiary areas of linguistics and applied linguistics. The 79 entries provide in-depth coverage of the topics and sub-topics of the field. Entries are alphabetically arranged and extensively cross-referenced so the reader can see how areas interrelate. Including a substantial introduction which provides a potted history of linguistics and suggestions for further reading, this is an indispensable reference tool for specialists and non-specialists alike. This third edition has been thoroughly revised and updated, with new entries on: attitudes to language conversation analysis English Language Teaching gesture and language idioms language and advertising language and new technologies linguistics in schools optimality theory research methods in linguistics slang. The following entries have been recommissioned or substantially revised: Animals and Language, Artificial Languages, Computational Linguistics to Language Engineering, Contrastive Analysis/Contrastive Linguistics, Corpus Linguistics, Critical Discourse

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Analysis, Dialectology, Discourse Analysis, Dyslexia, Genre Analysis, Historical Linguistics, Intonation, Language and Education, Language, Gender and Sexuality, Language Origins, Language Surveys, Language Universals, Linguistic Typology, Metaphor, Pragmatics, Rhetoric, Semantics, Semiotics, Sociolinguistics, Stylistics, Systemic-Functional Grammar, Writing Systems.

Health and Risk Communication provides a critical and comprehensive overview of the core issues surrounding health and risk communication from the perspective of applied linguistics. It outlines the ways applied linguistics differs from other methods of understanding health and risk communication, assesses the benefits and limitations of the approaches used by different scholars in the field, and offers an innovative framework for consolidating past research and charting new directions. Utilizing data from clinical interactions and everyday life, this book addresses a number of crucial questions including: How are the everyday actions we take around health constructed and constrained through discourse? What is the role of texts in influencing health behaviour, and how are these texts put together and interpreted by readers? How are actions and identities around health and risk negotiated in situated social interactions, and what are the factors that influence these negotiations? How will new technologies like genetic screening

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influence the way we communicate about health?

How does communication about health and risk help create communities and institutions and reflect and reproduce broader ideologies and patterns of power and inequality within societies? Health and Risk Communication: An Applied Linguistic Perspective is essential reading for advanced students and researchers studying and working in this area.

When genetically engineered seeds were first deployed in the Americas in the mid-1990s, the biotechnology industry and its partners envisaged a world in which their crops would be widely accepted as the food of the future. Critics, however, raised a variety of social, environmental, economic, and health concerns. This book traces the emergence of the 2000 Cartagena Protocol on Biosafety and the discourse of precaution toward GEOs that the protocol institutionalized internationally. Peter Andre explains this reversal in the "common-sense" understanding of genetic engineering, and discusses the new debates it has engendered.

A Student Guide

Vague Language Explored

Hodges Harbrace Handbook, 2016 MLA Update

Representing Cosmetic Procedures and Beauty Products in UK Lifestyle Magazines

Language, Ecology and the Stories We Live By
An Institutional Discourse Approach

The Global Politics of Agricultural Biotechnology and

Download Ebook Genetically Modified Language The Discourse Of Arguments For Gm Crops And Food the Environment

THE WRITER'S HARBRACE HANDBOOK, 6th Edition, is grounded in the belief that an understanding of the rhetorical situation--the writer, reader, message, context, and opportunity for writing--provides the best starting point for effective writing and reading. This comprehensive handbook guides student writers in employing that rhetorical understanding as they choose the most effective information to include, the best arrangement of that information, and the most appropriate language to use. The text moves students through the steps that constitute successful writing, from finding appropriate topics and writing clear thesis statements to arranging ideas and developing initial drafts. THE WRITER'S HARBRACE HANDBOOK also provides several sample student papers in various disciplines, along with instruction for successfully completing similar assignments. This edition has been updated to address the criteria in the WPA Outcomes Statement for First-Year Composition (version 3.0). Each student text is packaged with a free Cengage Essential Reference Card to the MLA HANDBOOK, Eighth Edition. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Within the public debate surrounding food, people

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often contend that the key to meeting current challenges is changing consumer behaviour. Professionals and practitioners such as farmers, retailers, veterinarians, or researchers only occupy the limelight during media coverage of so-called ‘ food scandals ’ . If we are to better understand and negotiate current and future problems in the food supply chain, it will be essential to pay more attention to the role and position of professionals involved. ‘ Professionals in food chains ’ addresses questions as: What are the main ethical challenges for professionals in the food supply chain? Who within this complex field holds responsibility for what? What does it mean for the food-related professions to operate in an atmosphere of immense social tension and high expectations? Which virtues are required to do a ‘ good ’ job? In brief: What can be said about the roles, responsibilities, and ethics of professionals across this dynamic field? This book brings together work by scholars from a wide range of disciplines, addressing a broad spectrum of topics pertaining to professionals in the food supply chain. Topics covered include general issues on professional roles and responsibility, sustainable food supply chains, novel approaches in food production systems, current food politics, the ethics of consumption, veterinary ethics, pedagogical/educational and research ethics, as well as aquacultural, agricultural,

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animal, and food ethics.

"The book is an essential resource seeking to analyze real texts and discourse."--BOOK JACKET.

This book explores editorial and advertising discourses related to cosmetic procedures and beauty products and services in UK lifestyle magazines, offering a holistic perspective on the normalisation of cosmetic procedures and the societal context in which particular perceptions have flourished. The volume examines the societal climate that contributed to cultural perceptions of the body as object and project, and constructions of masculinities and femininities as context for developments in lifestyle magazines ' content on beauty and cosmetic procedures. Integrating approaches from Critical Discourse Analysis, Thematic Analysis, and Content Analysis, Hermans explores the varying ways in which cosmetic procedures and other beauty products are marketed to different audiences and examines phenomena such as the problem/solution rhetoric, and developments in beauty advertising discourse specifically targeted at men. The book also investigates the continuum view of beauty products and cosmetic procedures, and examines the implications of these blurred boundaries for the regulation of the cosmetic surgery industry. This innovative contribution to research on the representation of cosmetic procedures and beauty

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products in the media will be of interest to scholars researching at the intersection of language, gender, individualised body projects, and sexuality.

Contributions in Honour of Barbara Seidlhofer
Health and Risk Communication
Professionals in food chains

Resistance Is Fertile

Genetically Modified Language

English as a Lingua Franca: Perspectives and
Prospects

An increasingly hot-button issue, genetically modified (GM) food is considered by some as the best way to feed the world's growing population, and by others as an experiment gone wrong on the unsuspecting public. *Genetically Modified Foods: Basics, Applications, and Controversy* details the basics of biotechnology and its applications in the laborat

Madness, sexuality, power, knowledge—are these facts of life or simply parts of speech? In a series of works of astonishing brilliance, historian Michel Foucault excavated the hidden assumptions that govern the way we live and the way we think. *The Archaeology of Knowledge* begins at the level of "things aid" and moves quickly to illuminate the connections between knowledge, language, and action in a style at once profound and personal. A summing up of Foucault's own methodological assumptions, this book is also a first step toward a genealogy of the way we live now. Challenging, at times infuriating, it is an absolute indispensable guide to one of the most innovative thinkers of our

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The Routledge Handbook of Stylistics provides a comprehensive introduction and reference point to key areas in the field of stylistics. The four sections of the volume encompass a wide range of approaches from classical rhetoric to cognitive neuroscience and cover core issues that include: historical perspectives centring on rhetoric, formalism and functionalism the elements of stylistic analysis that include the linguistic levels of foregrounding, relevance theory, conversation analysis, narrative, metaphor, speech acts, speech and thought presentation and point of view current areas of 'hot topic' research, such as cognitive poetics, corpus stylistics and feminist/critical stylistics emerging and future trends including the stylistics of multimodality, creative writing, hypertext fiction and neuroscience Each of the thirty-two chapters provides: an introduction to the subject; an overview of the history of the topic; an analysis of the main current and critical issues; a section with recommendations for practice, and a discussion of possible future trajectory of the subject. This handbook includes chapters written by some of the leading stylistics scholars in the world today, including Jean Boase-Beier, Joe Bray, Michael Burke, Beatrix Busse, Ronald Carter, Billy Clark, Barbara Dancygier, Catherine Emmott, Charles Forceville, Margaret Freeman, Christiana Gregoriou, Geoff Hall, Patrick Colm Hogan, Lesley Jeffries, Marina Lambrou, Michaela Mahlberg, Rocio Montoro, Nina Nørgaard, Dan Shen, Michael Toolan and Sonia Zyngier. The Routledge Handbook of Stylistics is essential reading for researchers, postgraduates and undergraduate students working in this area.

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The GM debate is as much a war of words as of facts. Food and farming are being changed forever - yet whether for good or bad is the subject of an increasingly bitter argument. Those promoting GM have mounted an intense campaign, characterising their opponents as terrorists and Luddites, governed by ignorance, irrationality and hysteria. Yet public opinion remains unconvinced and antagonistic. As the argument intensifies and the voices on all sides get louder, Genetically Modified Language cuts through the confusion and controversy to the issues and ideology at the heart of the disagreement. Guy Cook subjects the language of the case for GM to a careful and detailed examination. He looks in turn at the persuasive strategies used by politicians, scientists, the media, biotechnology corporations, and supermarkets, showing how their arguments mix together scientific, commercial, ethical and political criteria, and are seldom as factual and straightforward as they claim. Through analyses of recurrent words and phrases, and of the constant comparisons made with other international issues, he shows how the GM debate has become inseparable from the wider political conflicts of our time. In a final chapter he turns to public reactions to all of the arguments. Throughout this analysis, the campaign for GM is seen as exemplifying disturbing trends in the contemporary use of language for public information. Language which purports to seek clarity and neutrality, and to be a vehicle for informed democratic debate, is in fact achieving the opposite effects: obscuring the issues and manipulating opinion. Written in a clear, accessible style and drawing on illustrative examples, Genetically

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Modified Language is an insightful look at how language shapes our opinions.

Food and Drug Regulation in an Era of Globalized Markets

NGO Discourses in the Debate on Genetically Modified Crops

The Routledge Linguistics Encyclopedia

Discourses and Foodways across Cultures

Language in Business, Language at Work

Discursive Illusions in Public Discourse

Redefining Our Relationship with Nature

Posthumanism and Deconstructing Arguments:

Corpora and Digitally-driven Critical

Analysis presents a new and practical

approach in Critical Discourse Studies.

Providing a data-driven and ethically-based

method for the examination of arguments in

the public sphere, this ground-breaking book:

Highlights how the reader can evaluate

arguments from points of view other than

their own; Demonstrates how digital tools can

be used to generate 'ethical subjectivities'

from large numbers of dissenting voices on

the world-wide-web; Draws on ideas from

Jacques Derrida, Gilles Deleuze and Félix

Guattari for theorising these subjectivities;

Showcases a critical deconstructive approach,

using different corpus linguistic programs

such as AntConc, WMatrix and Sketchengine.

Posthumanism and Deconstructing Arguments is

essential reading for lecturers and

researchers with an interest in critical

discourse studies, critical thinking, corpus

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linguistics and digital humanities.

In *Starved for Science* Paarlberg explains why poor African farmers are denied access to productive technologies, particularly genetically engineered seeds with improved resistance to insects and drought. He traces this obstacle to the current opposition to farm science in prosperous countries.

Ecolinguistics: Language, Ecology and the Stories We Live By is a ground-breaking book which reveals the stories that underpin unequal and unsustainable societies and searches for inspirational forms of language that can help rebuild a kinder, more ecological world. This new edition has been updated and expanded to bring together the latest ecolinguistic studies with new theoretical insights and practical analyses. The book presents a theoretical framework and practical tools for analysing the key texts which shape the society we live in. The theory is illustrated through examples, including the representation of environmental refugees in the media; the construction of the selfish consumer in economics textbooks; the parallels between climate change denial and coronavirus denial; the erasure of nature in the Sustainable Development Goals; creation myths and how they orient people towards the natural world; and inspirational forms of language in nature writing, Japanese haiku and Native American writing. This edition provides an updated theoretical framework, new example analyses, and an

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additional chapter on narratives. Accompanied by a free online course with videos, PowerPoints, notes and exercises (www.storiesweliveby.org.uk), as well as a comprehensive glossary, this is essential reading for undergraduates, postgraduates and researchers working in the areas of Discourse Analysis, Environmental Studies and Communication Studies.

THE WRITER'S HARBRACE HANDBOOK, 6th Edition, is grounded in the belief that an understanding of the rhetorical situation--the writer, reader, message, context, and opportunity for writing--provides the best starting point for effective writing and reading. This comprehensive handbook guides student writers in employing that rhetorical understanding as they choose the most effective information to include, the best arrangement of that information, and the most appropriate language to use. The text moves students through the steps that constitute successful writing, from finding appropriate topics and writing clear thesis statements to arranging ideas and developing initial drafts. *THE WRITER'S HARBRACE HANDBOOK* also provides several sample student papers in various disciplines, along with instruction for successfully completing similar assignments. This edition has been updated to address the criteria in the WPA Outcomes Statement for First-Year Composition (version 3.0). This edition has been updated to reflect

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guidelines from the 2016 MLA HANDBOOK, Eighth Edition. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The GM Debate

A History of the Genetic Code

Starved for Science

Food and Language

Who Wrote the Book of Life?

Drama and Identity

The Routledge Companion to English Language Studies

Food and Drug Regulation in an Era of Globalized Markets provides a synthesized look at the pressures that are impacting today's markets, including trade liberalization, harmonization initiatives between governments, increased aid activities to low-and middle-income countries, and developing pharmaceutical sectors in China and India. From the changing nature of packaged and processed food supply chains, to the reorientation of pharmaceutical research and funding coalesced to confront firms, regulators, and consumers are now faced with previously unknown challenges. Based on the 2014 O'Neill Institute Summer program, this book provides an international, cross-disciplinary look at the changing world of regulations and

offers insights into requirements for successful implementation. Interdisciplinary approach allows readers to understand the varying perspectives involved in regulatory development Includes case studies to highlight harmonization efforts and challenges, and to provide practical insights for application going forward Provides a thorough assessment of supply chains, potential gaps, and means of anticipating and addressing issues Presents a comprehensive snapshot of changes in the food safety law in the United States and under international standards, including academic, industry and regulatory perspectives Addresses conflicts and cooperation between relevant US agencies including USDA, FDA, DEA, EPA, FTC and the Department of Commerce Provides a history of biotechnology and genetic engineering, biographies of important figures in the field, an annotated bibliography and an index for the researcher's use.

This collection of original research highlights the legacy of Michael Toolan's pioneering contributions to the field of stylistics and in so doing provides a critical overview of the ways in which language, text, and context are analyzed in the field and its related

disciplines. Featuring work from an international range of contributors, the book illustrates how the field of stylistics has evolved in the 25 years since the publication of Toolan's seminal *Language, Text and Context*, which laid the foundation for the analysis of the language and style in literary texts. The volume demonstrates how technological innovations and the development of new interdisciplinary methodologies, including those from corpus, cognitive, and multimodal stylistics, point to the greater degree of interplay between language, text, and context exemplified in current research and how this dynamic relationship can be understood by featuring examples from a variety of texts and media. Underscoring the significance of Michael Toolan's extensive work in the field in the evolution of literary linguistic research, this volume is key reading for students and researchers in stylistics, discourse studies, corpus linguistics, and interdisciplinary literary studies.

This volume brings together selected papers from an interdisciplinary conference focused on effective and appropriate communication of science in the often-heated controversies characteristic of contemporary democracies.

The forty essays represent cutting-edge work from rhetorical and communication theorists studying the practices and norms of public discourse and science communication, philosophers interested in the informal logic of everyday reasoning and in the theory of deliberative democracy, and science studies scholars examining the intersections between the social worlds of scientists and citizens. Topics include the theory and practice of public participation exercises involving experts and lay publics, communication techniques for conveying uncertainty, complexity and scale, pseudocontroversy and "manufactured doubt" about science, and the maintenance of trust between scientists and citizens.

Writing Online

Genetically Modified Diplomacy

Basics, Applications, and Controversy

The Writer's Harbrace Handbook

The Discourse of the GM Debate

The Writer's Harbrace Handbook, 2016 MLA Update

The Language of Fictional Television

The development and use of genetically modified organisms (GMOs) has been a contentious topic for the last three decades. While there have been a number of social science analyses of the issues, this

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is the first book to assess the role of Non-Governmental Organizations (NGOs) in the debate at such a wide geographic scale. The various positions, for and against GMOs, particularly with regard to transgenic crops, articulated by NGOs in the debate are dissected, classified and juxtaposed to corresponding campaigns. These are discussed in the context of key conceptual paradigms, including nature fundamentalism and the organic movement, post-colonialism, food sovereignty, anti-globalisation, sustainability and feminism. The book also analyses how NGOs interpret the debate and the persuasive communication tactics they use. This provides greater understanding of the complexity of negotiations in the debate and explains its specific features such as its global scope and difficulty in finding compromises. The author assesses the long-term interests of various participants and changes in perceptions of science and in public communication as a result. Examples of major NGOs such as Greenpeace, Oxfam and WWF are included, but the author also provides new research into the role of NGOs in Russia.

Vague language ('bags of time', 'doing stuff', 'and all that') is an aspect of communicative competence of considerable social importance. This book examines its function. It spans genre analysis, critical discourse analysis, psycholinguistics and cross-cultural sociolinguistics, and suggests applications in

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TEFL and directions for future research.

We all now recognize the importance of talk today. In policy settings, there are more and more calls for consultation, collaboration, and deliberation. This is particularly the case in environmental planning, with its disputes over genetically modified organisms, power plants, and new roads. Rydin provides an in-depth and fully theorized account of the role of talk or discourse within environmental planning, combining theory, reported research, and original empirical case studies. She highlights the problem that planners and others face when trying to expand the space for talk within planning situations and provides a detailed assessment of the prospects for consensus-building and deliberative democracy. She also highlights the role that discourse plays in legitimizing institutions of planning and discusses how a rationality of sustainable development may be embedded within new institutional arrangements. This book presents a unique perspective into the investigation and analysis of public discourses, such as those of the environment, politics, and social media, springing from issues of key relevance to contemporary society, including the War on Terror, the 'Arab Spring', and the climate-change debate. Employing a qualitative approach, and drawing on data which comprises both written and spoken discourses, including policy documents, political speeches, press conferences, blog entries,

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informational leaflets, and corporate reports, the book puts forward a unique theoretical framework, that of the Discourse of Illusion. The research draws on discourse analysis, in order to develop and implement a multi-perspective framework that allows a closer look at the intentions of the producer/actor of various discourses, power struggles within social domains, in addition to the socio-political and historical contexts which influence the individual repositories of experience that create multiple, often contesting, arguments on controversial issues, consequently giving rise to discursive illusions. Discursive Illusions in Public Discourse: Theory and practice intensively explores the discourse of illusion within multifarious dimensions of contemporary public discourses, such as:

- Political Voices in Terrorism
- Activist Voices in New Media
- Corporate Voices in Climate Change

This book will particularly appeal to researchers working within the field of discourse analysis, and more generally for students of postgraduate research and specialists in the field of language, linguistics, and media. The book can also be used as a guide for non-specialists in better understanding the complexities of public discourses, and how they shape society's perceptions of some key social and political issues.

An Applied Linguistic Perspective
Between Scientists & Citizens
A Critical Discourse Analysis of the 'GM Nation?'

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Public Debate

Posthumanism and Deconstructing Arguments

Genetically Modified Foods

Rethinking Language, Text and Context

The Discourse of Arguments for GM Crops and Food

The Routledge Handbook of Applied Linguistics serves as an introduction and reference point to key areas in the field of applied linguistics. The five sections of the volume encompass a wide range of topics from a variety of perspectives: applied linguistics in action language learning, language education language, culture and identity perspectives on language in use descriptions of language for applied linguistics. The forty-seven chapters connect knowledge about language to decision-making in the real world. The volume as a whole highlights the role of applied linguistics, which is to make insights drawn from language study relevant to such decision-making. The chapters are written by specialists from around the world. Each one provides an overview of the history of the topic, the main current issues and possible future trajectory. Where appropriate, authors discuss the impact and use of new technology in the area. Suggestions for further reading are provided with every chapter. The Routledge Handbook of Applied Linguistics is an essential purchase for postgraduate students of applied linguistics. Editorial board: Ronald Carter, Guy Cook, Diane Larsen-Freeman and Amy Tsui.

Food and Language: Discourses and Foodways across Cultures explores in innovative ways how food and language are intertwined across cultures and social settings. How do we talk about food? How do we interact in its presence? How do we use food to communicate? And how does social interaction feed us? The book assumes no previous linguistic or anthropological knowledge but provides readers with the understanding to pursue further research on the subject. With a full glossary at the end of the book and additional tools hosted on an eResources page (such as

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recommended web and video links and some suggested research exercises), this book serves as an ideal introduction for courses on food, language, and food-and-language in anthropology departments, linguistics departments, and across the humanities and social sciences. It will also appeal to any reader interested in the semiotic interplay between food and language.

DIVScientists turn to metaphors to formulate and explain scientific concepts, but an ill-considered metaphor can lead to social misunderstandings and counterproductive policies, Brendon Larson observes in this stimulating book. He explores how metaphors can entangle scientific facts with social values and warns that, particularly in the environmental realm, incautious metaphors can reinforce prevailing values that are inconsistent with desirable sustainability outcomes. *Metaphors for Environmental Sustainability* draws on four case studies--two from nineteenth-century evolutionary science, and two from contemporary biodiversity science--to reveal how metaphors may shape the possibility of sustainability. Arguing that scientists must assume greater responsibility for their metaphors, and that the rest of us must become more critically aware of them, the author urges more critical reflection on the social dimensions and implications of metaphors while offering practical suggestions for choosing among alternative scientific metaphors./div

Online writing plays a complex and increasingly prominent role in the life of organizations. From newsletters to press releases, social media marketing and advertising, to virtual presentations and interactions via e-mail and instant messaging, digital writing intertwines and affects the day-to-day running of the company - yet we rarely pay enough attention to it. Typing on the screen can become particularly problematic because digital text-based communication increases the opportunities for misunderstanding: it lacks the direct audio-visual contact and the norms and conventions that would normally help people to understand each other.

Providing a clear, convincing and approachable discussion, this

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book addresses arenas of online writing: virtual teamwork, instant messaging, emails, corporate communication channels, and social media. Instead of offering do and don't lists, however, it teaches the reader to develop a practice that is observant, reflective, and grounded in the understanding of the basic principles of language and communication. Through real-life examples and case studies, it helps the reader to notice previously unnoticed small details, question previously unchallenged assumptions and practices, and become a competent digital communicator in a wide range of professional contexts.

Metaphors for Environmental Sustainability

A Guide to Effective Digital Communication at Work

Ecolinguistics

Conflict, Consensus, and Rationality in Environmental Planning

The Routledge Handbook of Applied Linguistics

The Routledge Handbook of Stylistics

As development donors invest hundreds of millions of dollars into improved crops designed to alleviate poverty and hunger, Africa has emerged as the final frontier in the global debate over agricultural biotechnology. The first data-driven assessment of the ecological, social, and political factors that shape our understanding of genetic modification, Africa's Gene Revolution surveys twenty years of efforts to use genomics-based breeding to enhance yields and livelihoods for African farmers.

Matthew Schnurr considers the full range of biotechnologies currently in commercial use and those in development - including hybrids, marker-assisted breeding, tissue culture, and genetic engineering.

Drawing on interviews with biotechnology experts alongside research conducted with more than two hundred farmers across eastern, western, and southern

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Africa, Schnurr reveals a profound incongruity between the optimistic rhetoric that accompanies genetic modification technology and the realities of the smallholder farmers who are its intended beneficiaries. Through the lens of political ecology, this book demonstrates that the current emphasis on improved seeds discounts the geographic, social, ecological, and economic contexts in which the producers of these crops operate. Bringing the voices of farmers to the foreground of this polarizing debate, *Africa's Gene Revolution* contends that meaningful change will come from a reconfiguration not only of the plant's genome, but of the entire agricultural system.

The *Routledge Companion to English Language Studies* is an accessible guide to the major topics, debates and issues in English Language Studies. This authoritative collection includes entries written by well-known language specialists from a diverse range of backgrounds who examine and explain established knowledge and recent developments in the field. Covering a wide range of topics such as globalization, gender and sexuality and food packaging, this volume provides critical overviews of: approaches to researching, describing and analyzing English the position of English as a global language the use of English in texts, practices and discourses variation and diversity throughout the English-speaking world. Fully cross-referenced throughout and featuring useful definitions of key terms and concepts, this is an invaluable guide for teachers wishing to check, consolidate or update their knowledge, and is an ideal

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resource for all students of English Language Studies.
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