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Introduction

The social and ecological issues that humanity currently faces are so severe that they call into question the fundamental stories that societies are based on. In this module we will be analysing texts to reveal the stories we live by, questioning them, and contributing to the search for new stories to live by. The module examines a wide range of texts from advertisements, lifestyle magazines and economics textbooks to surfing guides, Native American sayings and Japanese animation. In each case, the question is whether the stories that underlie texts encourage us to care about people and the ecosystems that life depends on.



Studying Online

You can find the course at <http://storiesweliveby.org.uk>. Please work through the course at your own pace, watching the videos, reading the notes and looking through the PowerPoint slides (which have notes under them). There are then exercises that you can practice on and a final assessment.



Optional extra materials

Please register for the course in order to access extra materials and be able to apply for a certificate.

Certificate

The certificate is from the International Ecolinguistics Association and is available on completion of the final assessment. You can find more information about the certificate in the 'extra' section of the website.

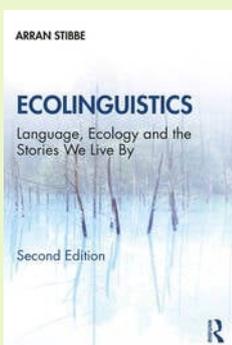
Schedule

Part		Reading
1	Introduction – the stories we live by.	Textbook chapter 1
2	Ideologies and Discourses	Textbook chapter 2
3	Framing	Textbook chapter 3
4	Metaphor	Textbook chapter 4
5	Evaluations	Textbook chapter 5
6	Identities	Textbook chapter 6
7	Convictions	Textbook chapter 7
8	Erasure	Textbook chapter 8
9	Saliency	Textbook chapter 9
10	Conclusion	Textbook chapter 9

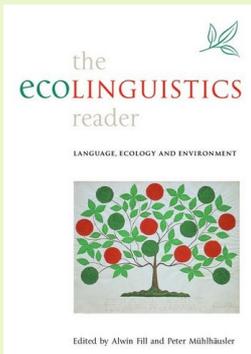
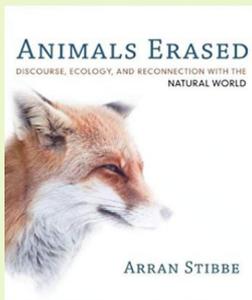
Readings

Each week you will need to read the notes for that part, and if you have it available then you should read the corresponding chapter from the main textbook. There are also other suggestions for readings here if you can get hold of them.

Textbook



Stubbe, Arran, *Ecolinguistics: language, ecology and the stories we live by* (London: Routledge) Second edition 2021



Other Readings

Crompton, Tom, *Common Cause: The Case for Working with Our Cultural Values*, (WWF-UK, 2010) [Chapter 3 provides a good summary of frames in relation to ecological issues].

Fill, Alwin, and Peter Mühlhäusler, *Ecolinguistics Reader: Language, Ecology and Environment* (London: Bloomsbury, 2001) [the relevance and quality of chapters is variable, but Halliday's chapter is useful].

Martin, J. R., and David Rose, *Working with Discourse: Meaning beyond the Clause*, 2nd ed (London: Continuum, 2007) [Chapter 2 is a good introduction to appraisal theory].

Potter, Jonathan, *Representing Reality: Discourse, Rhetoric and Social Construction* (London: Sage, 1996) [This book is useful for convictions].

Stibbe, Arran, *Animals Erased: Discourse, Ecology, and Reconnection with the Natural World* (Middletown, CT: Wesleyan University Press, 2012) [useful for erasure and salience]