
Ecstylistics: A practical and interactive approach

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Résumé

Ecstylistics can be defined as the research and teaching area combining the ecological concerns of ecolinguistics with the several analytical methodologies developed by stylistics. More precisely, ecstylistics links the ecological priorities of ecolinguistics to the close reading and interpretation of text and discourse characterising stylistics. Moving from the results achieved in recent book-length studies and edited volumes, this workshop reflects the cutting edge in ecstylistic approaches to nature, the environment and sustainability as represented in contemporary non-literary discourse, and presents the area of ecstylistics in its current perspectives and new developments. To be more specific, the workshop will show how ecological challenges and threats are stylistically reflected in ecological texts and discourses, and how these texts and discourses respond to and react against such challenges and threats by proposing practical solutions and positive change via ecstylistic mechanisms. The workshop will introduce the participants to various terms and theories in the discipline of stylistics, namely:

- i) Foregrounding; parallelism; deviation: semantic, lexical, grammatical, morphological, graphological, phonological, discoursal (Short 1996, Emmott and Alexander 2016).
- ii) Linguistic indicators of point of view: physical (spatial and temporal), psychological, ideological; positive, negative and neutral shading (Simpson 1993 and 2010, Neary 2014).
- iii) Conceptual metaphor theory; three-dimensional approach to metaphor (Lakoff and Johnson 2003, Steen 2016).

Against the background of these stylistic terms and theories, the participants in the workshop will scrutinise an ecological text and discourse taken from the website of the environmental organisation Greenpeace International. In a practical and interactive session, the participants will explore a selected text from the website, identify the meaning-making stylistic devices shaping it, and evaluate the messages they convey against the ecosophy of this workshop and its seven norms (Stibbe 2021).

The primary objectives of the workshop are as follows:

- i) To survey current ecstylistic approaches to the concept of nature and related notions against the backdrop of the ecological and climate emergency;
- ii) To train the participants in the development of ecstylistic analytical practice through a practical case study;

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iii) To identify a beneficial discourse and to investigate the beneficial ecostylistic strategies utilised to produce it;

iv) To facilitate an exchange of ideas between participants and scholars with similar interests, with a view to future collaborative research efforts;

v) To promote a beneficial use of language and of beneficial discourses and strategies among the general public.

Mode: in-person.

Language(s): English; if required, the instructor will translate key parts of the workshop into Italian or French and take questions in these languages.

Equipment needed: computer, projector, screen for slideshow presentation.

Duration: two hours.

Approximate number of participants: 20.

Who can attend: 1. Faculty and students at all levels (from BA to PhD) in all the areas of linguistics; 2. Members of the general public with an interest in ecological topics and with environmental concerns.

Mots-Clés: Ecostylistics, Foregrounding, Point of view, Metaphor, Greenpeace International.