CONTENTS

Ack	enowledgements	vii
1	Introduction The stories we live by 3 The 'eco' of ecolinguistics 6 The 'linguistics' of ecolinguistics 9 Ecosophy 10 The ecosophy of this book 13	1
2	Ideologies and discourse The discourse of neoclassical economics 35	22
3	Frames and framing The framing of development 54	46
4	Metaphors The Corporation is a person metaphor 75	63
5	Evaluations and appraisal patterns Appraisal and the weather 96	83
6	Identities Identity, gender and the body in Men's Health magazine 118	105

vi Contents

7	Convictions and facticity patterns		127
	Facticity in the climate change countermovement	138	
8	Erasure		145
	Erasure in the language of ecosystem assessment	155	
9	Salience and re-minding		161
	Salience in New Nature Writing 174		
10	Conclusion		183
	Theory 184		
	Criticisms 188		
	The gathering 192		
An	pendix: Sources of data		194
Glossary			200
Index			208
illu			