



CHANGING THE (CULTURAL) CLIMATE WITH ECOCRITICISM AND ECOLINGUISTICS

INTERNATIONAL SYMPOSIUM

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Department of Humanistic Studies, University of Ferrara

PHD PROGRAMME IN ENVIRONMENTAL SUSTAINABILITY AND

WELLBEING <http://www.unife.it/studenti/dottorato/it/corsi/riforma/environmental-sustainability-and-wellbeing>

ROUTES TOWARDS SUSTAINABILITY, <https://www.routesnetwork.net/>

Discourses of the environment permeate attitudes towards the present, representations of the past and perceptions of the future.

How do languages, literatures and other modes of meaning-making promote ecocritical frameworks that interrogate Western and Eastern anthropocentric assumptions, biases, and expectations?

How do the environmental humanities test new hermeneutic tools to assess the interdependence between natural and anthropic ecosystems?

Our focus is on new narratives of fragile and resilient environments; the im/material wellbeing of the organisms that live in them; the interconnections between diverse forms of life.

Link to workshop: <https://global.gotomeeting.com/join/198713613>

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Bryan Brazeau, Warwick University

***Sustainability in Paradise? An Ecocritical Approach to Paradise Spaces
in Italian Renaissance Epic the interconnections between diverse forms of life.***

As A. Bartlett Giamatti noted in 1966, most earthly paradises in Renaissance Epic are often found wanting by some higher standard; they are often dangerous imitations of Eden as represented in Dante's *Divine Comedy*. This talk re-evaluates Giamatti's analysis of paradise spaces and pastoral interludes in Ludovico Ariosto's *Orlando Furioso* and Torquato Tasso's *Gerusalemme Liberata* from the perspectives of human geography and ecocriticism. By exploring the relationship between wellbeing and natural environments in these works, it considers how these spaces are informed by heterotopic ecologies and asks what their deceptive designs might tell us about their authors' and the genre's underlying ecological values.

Bryan Brazeau is a Senior Teaching Fellow in Liberal Arts at the University of Warwick, UK, where he teaches a wide variety of interdisciplinary classes on Science Communication, Underworlds, Paradises, Exile, and Sustainability. He is the editor of *The Reception of Aristotle's Poetics in the Italian Renaissance and Beyond: New Directions in Criticism* (Bloomsbury, 2020) and has published several articles and book chapters on Lucrezia Marinella, Lodovico Castelvetro, Torquato Tasso, Jacopo Sannazaro, Dante, John Harington's English translation of Ariosto's *Orlando Furioso*, and the twentieth-century painter, Giorgio de Chirico. His current research interests focus on Renaissance poetics and chivalric epic read through postcolonial, ecocritical, and global perspectives. He is currently working on a monograph entitled *Global Villains, Local Heroes: Discourses of Alterity in Early Modern Epic*. He obtained his Ph.D. from New York University in 2015.

Nelya Koteyko, Queen Mary University London

Discourse analysis in online climate change communication

Discourse analysis is an interdisciplinary field of inquiry that has been used by climate change communication scholars for several decades now. In this talk I discuss the benefits and pitfalls of using the framework to analyse the vast and changeable repositories of digital media texts that share the attributes of both interpersonal and mass communication (Koteyko, Nerlich and Hellsten, 2015). I focus on three areas where I believe discourse analysis can be profitably used on its own or in combination with quantitative frameworks in order to: 1. To contextualise the framing and frame effects in online news and blogs (e.g. examining power imbalances or assessing the deliberative potential of online debates via Critical Discourse Studies approaches); 2. To evaluate how different social actors are constructed (e.g. examining who is given authority/disrepute and how); and 3. To understand how affiliation is achieved in online communities of practice (e.g. by looking at the use of interpersonal strategies that may foster cohesion and solidarity as part of online communities of practice). I show how and why these points of focus are important in the study of both 'lay' and institutional communication on climate change in blogs, social media, and online reader comments.

Nelya Koteyko is Reader in Applied Linguistics at Queen Mary University of London. She has published widely on the use of discourse analysis, metaphor analysis, and corpus linguistics in the analysis of print media and social media texts on climate change in international journals such as *Language & Communication*, *Discourse & Society*, and *Discourse, Context & Media*. She has also edited (with Brigitte Nerlich and Iina Hellsten) a special issue of the Environmental Communication journal on 'Climate Change Communication & the Internet: Challenges and Opportunities for Research'.

Searching for a Slow Journey and Other Sources of Energy: Walter Benjamin as a Guide

The paper will address how Walter Benjamin can be a source of inspiration for a sustainable mindset. The emergence of highly complex sustainability challenges in modern society has led to the necessity of searching for a more effective approach to education for sustainable development, especially in higher management. The rat-race managers are often in, prevents them to build in some reflections. However, research has shown that allowing reflection leads towards more profound levels of engagement towards sustainable actions. Walter Benjamin's ideas on 'Theses on the philosophy of History', 'Storytelling' and 'Unpacking my library' in *Illuminations* relate to a slow journey, i.e. one of 'awakening', 'wisdom' and 'process'. He is the perfect example of his own theory: words apply to many situations. Although he was not directly involved in writings on the topic of sustainability, these three elements are sources of energy for a sustainable mindset. The paper explores ways of stimulating a sustainable mindset. One way is using poetry. Art-based techniques have started to gain attention from researchers and teachers in higher education as a way to provide deeper influence, more involvement and to affect both mind and heart of students. New teaching methods are being designed to propose an alternative to the traditional ones. In the present paper, the potential effect of poetry on business management majors will be analyzed. Despite the urge to integrate reflections this is still an exception for the majority of management courses. Giving attention to poetry during several classes shows that time for reflection is relevant for sustainability. Paradoxically by emphasizing a slow journey a transition towards sustainability in daily managerial processes can be accelerated.

Ingrid Molderez holds a MA in Social Theory and Organisation (Keele University, UK) and a PhD in Applied Economic Sciences (Hasselt University Belgium). She defended her doctorate on 'Sustainability and Location. Elements of a travelling theory of praxis' in 1999. Her interest in sustainability has remained since then. She is associated with KU Leuven, Faculty of Economics and Business, Centre for Economics and Corporate Sustainability (CEDON) as a professor in Corporate Social Responsibility, Service Learning and Social Entrepreneurship, and Macro-Economics. Her research focuses on sustainable and social entrepreneurship and on sustainable competencies. Her aim is to contribute to sustainability in higher education by focusing on alternative pedagogical and methodological approaches, being inspired by different disciplines such as organization theory, philosophy, social theory, cultural studies and art. This multidisciplinary stance she takes becomes clear in the articles and book chapters she has published since then, such as 'Organisation as body-in-contact' (2002), 'Spirits of ecological thinking' (2008), 'The horizon's embrace. A Faustian perspective on limits' (2010), 'Sustainable Fashion and Animal Welfare. Non-violence as a Business Strategy' (2015), 'The power of art to foster systems thinking' (2019), 'Unraveling the Role of Empathy and Critical Life Events as Triggers for Social Entrepreneurship' (2020), 'How transformative learning nurtures ecological thinking' (2021).

Saskia Stevens, Universiteit Utrecht

Constructing the Limes

This project is about borders, in particular the border of the Roman Empire, the so-called Lower German Limes. In this project we not only investigate the impact of this border on migration and the import of goods and crops in antiquity, but also focus on how the limes becomes visible as cultural heritage today, and how it has influenced our contemporary views on borders.

On the one hand, the project will map the limes as a cultural contact zone by studying archaeological data, using various techniques, and with the aid of citizen scientists. This approach will allow us to reconstruct the borderscape in the Roman period in more detail than was possible so far. On the other hand, the project focuses on the reception of the limes: how is this border (re)constructed for the benefit of the formation of nation states and the creation of regional, national, and European identities.

This approach helps us to better understand contemporary approaches towards borders and allows us to enrich public debates regarding borders and cultural interactions with historic knowledge. In this project we collaborate with a large number of public partners to disseminate the scientific results to a wide audience.

Saskia Stevens is Assistant Professor at the Department of Ancient History and Classical Civilization. She is specialised in the history and archaeology of the Roman Period. Her research focuses on the significance and physical appearance of boundaries in the Roman Empire. She is currently starting up a new project on the Roman frontier (*limes*) in the Netherlands: *Constructing the Limes*. She is also interested in Roman housing and urban living conditions and has done research in Rome, Ostia and Pompeii. Dr. Stevens is also BA coordinator of the History programme.

Lucia Abbamonte, Università della Campania ‘Luigi Vanvitelli’ – Caserta
Flavia Cavaliere, Università Federico II - Napoli
Douglas Ponton, Università di Catania

Promotional Multimodal Discourses and the Shaping of Green-(Peacemakers’) Identities

The rapidly growing awareness of environmental issues is changing societal attitudes to the dangers of carbon sequestration, greenhouse gases, pollution, climate change and global warming evidence, water scarcity and so on. In this vein, ‘environmentally friendly’, ‘sustainability’, ‘socially responsible sourcing’, ‘fragile planet’, ‘ethical trade’ have become fashionable words/phrases in all discourse domains, from supermarket advertising to corporate communication (Cox 2012), from the news media, story-telling, video-narratives or social media platforms to specialised scientific literature and essays.

Increasingly, (self-)promotional discourses, which voice environmentally correct attitudes, are deployed through multimodal videos that also circulate through YouTube, one of the most popular collaborative social networks and a medium for the expression of personal views. Paradoxically, similar ‘green’ buzz words are found in the videos of both Greenpeace campaigns and the Russian gas giant Gazprom’s corporate communication.

The missions of the two corporations are intrinsically different. Concern for the environment was at the origin of the Greenpeace (GP) movement in 1971 that used/uses non-violent protest as a means to protect our planet. GP campaigns, which are globally advertised through hundreds of videos, are designed to engage public opinion, solicit volunteers and donors to prevent environmentally unsustainable actions and enable eco-friendly ones, thus challenging pre-existing mental frames on geo-political issues.

Gazprom (GZM) – the world’s leading gas producer – also attempts to advertise its corporate image as eco-friendly, though its mission is to extract and distribute gas through powerful technology, connecting an entire continent and beyond.

The aim of this study is to analyse aspects of both GZM’s and GP’s modes of advertising their goals, which display remarkable similarities, by utilizing some resources of multimodal critical discourse analysis (MCDA) and through the lens of ecolinguistics (EL). EL is committed to investigating the role of language in the life-sustaining interactions of humans and, in Stibbe’s view, should be used to challenge the modern anthropocentric myths of unlimited progress/success, omnipotent science, the human domination of nature, and endless growth. The socio-cognitive implications of this ongoing shift of attitude will also be discussed.

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Lucia Abbamonte works as Associate Professor of English Language and Translation at the University of Campania – Luigi Vanvitelli, where she regularly takes part in interdisciplinary research projects, and teaches in Master Degrees and PhD courses. She was awarded habilitation to full professorship in 2018. She has participated in several funded Projects of National Relevance (PRIN), and is a reviewer for international journals. A major focus in her research activities has been on the pragmatic aspects of situated linguistic communication in different socio-cultural contexts and in socially sensitive contexts, with a focus on sentiment analysis and emotion retrieval from the web. Her other research interests lie in the fields of (multimodal) Critical Discourse Analysis, English for Special Purposes for (Neuro) Psychology and Cognitive Sciences, and the translation/adaptation of scientific texts – especially (neuro)psychological measurement scales and questionnaires. She is responsible for the Teaching of English for Science Communication to Adult Learners in the PhD Course ‘Sciences of the Mind’ (Università della Campania), in the ‘Scuola di Specializzazione in Neuropsicologia’ and in the Double Degree course started by Università della Campania together with Université des Sciences Humaines et Sociales – Lille 3. She is a member of the ‘Centro Interuniversitario di Ricerca su Identità e Diversità Linguistiche’ (I-Land) and of the Corpus and Language Variation In English Research Group (CLAVIER). She has authored five books and 70 essays/articles, has contributed many papers in international conferences. Her 2012 volume *Integrated Methodology for Emotion Talk in Socio-legal Exchanges* has foregrounded the need for integrated and text specific critical approaches, while her 2018 volume *Black Lives*

Matter': Cross-Media Resonance and the Iconic Turn of Language has focused on the multimodal variation and iconic turn of news media and social media communication.

Flavia Cavaliere is Associate Professor of English Language and Linguistics at the University of Naples Federico II and has been awarded habilitation for Full Professorship. She is member of the Executive Board of the University Language Centre (CLA) and in charge of 'EuroEnglish Area' within ED LUPT Centre 'Antenna' University of Naples Federico II. Her research interests lie within the fields of Translation Studies mainly in the field of Audio-Visual Translation and Cross-cultural Communication; Cultural Linguistics; the translation of academic texts; Language and Media; Multimodality and Critical Discourse Analysis – particularly within Appraisal Framework Theory; Multilingualism; English for Special (Academic) Purposes (ESAP); the use of CALL/ Internet for English teaching. Her most recent volumes include *Thought for Food* (2019), *Euromosaic, a still open challenge* (2019), *Translation and Migration - Narratives of a Transition* (2017), *Mediterranean Heritage in transit-(mis)representations via English* (2016 with L. Abbamonte), *The Shaping of the News* (2012).

Douglas Mark Ponton is Associate Professor of English Language and Translation at the Department of Political and Social Sciences, University of Catania. His research interests include political discourse analysis, ecolinguistics, sociolinguistics, applied linguistics, pragmatics, corpus linguistics and critical discourse studies. As well as politics, his research deals with a variety of social topics, including tourism (he has published on the Montalbano effect and cruise tourism), the discourse of mediation; ecology, local dialect and folk traditions, including proverbs and Blues music. Recent publications include *For Arguments Sake: Speaker Evaluation in Modern Political Discourse* (2011 Cambridge Scholars), *Understanding Political Persuasion: Linguistic and Rhetorical Aspects* (2019 Vernon Press), and *Persuasion Strategies in Media Discourse about Russia* (Lodz Papers in Pragmatics 2019).

Sadat Al Sajib, Università di Ferrara

Nicknaming Tourism as Development: Commodification of Culture and Nature in CHT, Bangladesh

The Chittagong Hill Tracts (CHT) has long been represented as a region of multi-ethnic background and beauty of ecological setting in South Asia. The panoramic natural landscape, enriched biodiversity and the multi-ethnic cultural diversity of indigenous communities attract the tourists to visit the CHT. By taking advantage of this 'uniqueness', recently, the public and private actors gradually intensify their attention on the natural resources and the multi-cultural distinctiveness to develop a tourism destination mainly through the development agencies as well as local agencies with less consideration to local environment, biodiversity and multi-ethnic settings. However, tourism has nowadays been a powerful tool for regional development in CHT that brings an opportunity to create new space for economic stability, but it also raises important questions about the commercial use and its profit making venture. This paper aims to understand how culture and nature are commodified in the process of crafting a 'uniqueness' of CHT that materialize the public and private policies of tourism development, and how tourism is branded as a potential means of local sustainability by the development actors. The study found that the tourism expansion has increasingly been nicknamed as development and impelled indigenous participation to the economic benefits, in which process culture and nature became controlled resources. For this study, 100 samples have been selected, and data were collected through the use of Key-Informant Interviews (KII), unstructured and in-depth interviews and Focused Group Discussions (FGD). The study contributed to a deeper understanding of the balanced tourism development and the sustainability of local people's well-being.

S M Sadat al Sajib is pursuing a PhD in Environmental Sustainability and Wellbeing at the University of Ferrara, Italy. He has been working on tourism and development, environment and biodiversity conservation, climate change, minority and refugee issues since the very beginning of his professional career as a lone researcher. He has published several articles and book chapters in leading publishers such as Orient Black Swan, Routledge, SAGE Publications and Springer Nature, and presented a number of papers in the international conferences and workshops on development, tourism, environment, peace and conflict issues with a special reference to ethnic minorities and rural Bangladesh.

New narratives of well-being: everyday cycling

The promotion of cycling as a solution to many of the problems affecting life in cities is increasingly present both as an academic object of study and in public debate and city planning. When surveying the academic publications that investigate ways of increasing cycling and removing the existing barriers, it is possible to observe how discourse-related observations are frequent and prominent but, at the same time, how the field of Cycling Mobility is yet to become an object of study for Critical Discourse Studies (CDS). This investigation (Caimotto 2020) brings together two different fields that have rarely met before in academic literature and does so within the framework of Ecolinguistics. As Stibbe (2014, 217) explains, Ecolinguistics consists in “questioning the stories that underpin our current unsustainable civilisation, exposing those stories that are clearly not working, that are leading to ecological destruction and social injustice, and finding new stories that work better in the conditions of the world that we face.” The investigation analyses texts in which cycling is promoted, and observes the kind of narratives employed. Inspired by the work of Lakoff (2010) about how we frame the environment and that of Mautner (2010) about marketisation, the study shows how the language we use, even when promoting active mobility, is deeply influenced by a market-related discourse and by “growthism” (Halliday 2001). At the same time, positive discourse analysis is employed, retrieving discourse strategies that work. The ultimate aim of this work is to contribute to the framing of cycling promotion as part of a narrative of well-being. This can prove beneficial both for the increase of cycling practice and the reframing of well-being as rooted in our bodies and our cherishing of life in all its forms.

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M. Cristina Caimotto is Assistant Professor of English Linguistics and Translation at the University of Torino, Italy. Her research interests include political discourse and environmental discourse, with a focus on ideology. She is the author of *Discourses of Cycling, Road Users and Sustainability: an Ecolinguistic Investigation*, a study that searches for a positive new discourse that would inspire and encourage cycling as a habitual means of transport, rather than simply exposing ecologically destructive discourse. She is also a cycling advocate.

Thuc Anh Cao Xuan, Hanoi University, Vietnam, and University of Ferrara

Theatre in Vietnam as a Critique of the Environmental and Social Crisis

Halfway through the 2010s, Vietnam started to face major environmental and social problems in the race for globalization. Vietnamese people have experienced a growing sense of anxiety and discomfort about the state of economy and started to realize that their priorities may include responding to wider environmental issues.

Since 2003 a special satirical comedy named *Gặp nhau cuối năm*, literally meaning Year-End Gathering, also known as *Táo Quân*, has aired on the Vietnamese television. The show is a re-writing of the legend of the Kitchen Gods, three imaginary figures who supervise and give an account of every household to the Jade Emperor, the ruler of the world. Featuring their annual report to the Emperor, the show praises the improvements and criticizing the problems throughout the year through satirical narratives and parodic songs. Very popular among viewers for its hilariousness, the show also urges reflection on the social and environmental crisis and occasional indifference of the Gods. Its success calls for a reevaluation of theatre as a form of art that stimulates social awareness by intersecting entertainment and critique.

This paper explores how the theatre can encourage people to develop critical thinking and take responsibility. It also assesses the use of satire and parody in *Gặp nhau cuối năm*, its effectiveness as a form of social critique entwining global and local concerns, the ways in which the TV can shape public opinion in Vietnam, and the people's response to unsettling topics involving micro and macro levels of comprehension.

Thuc Anh Cao Xuan is now teaching at English Department, Hanoi University, where she specializes in English communication skill training for first and second year students. Anh is also a PhD candidate in Human Sciences at the University of Ferrara. Her research interest includes student's autonomy, sustainable education, and English literature, especially fantasy English literature of the 20th century. She has done some studies on the influences of culture on movie subtitle translation, students' autonomy in a research skill training course, and most recently, on the role of British fantasy literature of the 20th century on English majored students' language competence and critical thinking.

Ilenia Casmiri, Università di Ferrara

Climate Narratives: The Postlapsarian Shape of Humans and Cities

For many decades, climate change was strictly considered a scientific concern, to which the Humanities could not significantly contribute. Nevertheless, the accuracy of numbers and mathematical models has spread awareness in limited geographic and social groups by providing quantitative analysis of the current and future esteem of the damages of climate change but has neglected language, narration and alternative approaches to sustainability in the process. The humanities have given voice to contemporary ecological concerns through the genre of climate fiction or cli-fi and more specifically through the subgenre of post-apocalyptic dystopia.

My research is aimed at examining the consequences of an anthropogenic disaster on two major ecological actors: humankind and the city. Postlapsarian societies influence both the individuals and the urban environment, altering the relationships between the two. Contemporary British authors Maggie Gee in *The Ice People* (1998) and Sarah Hall in *The Carballan Army* (2007) exhibit deep environmentalist preoccupation in their novels, or fictional worlds. Some of the most controversial topics of our times are confronted in both books, including excessive reliance on technology, fertility, feminism, and contemporary reverberations of totalitarian political regimes. When cities and communities, individuals and buildings are confronted with risk, not always do resilience and adaptation spell evolution. On the contrary, the return to a primordial state of humanity seems to be the most popular outcome in contemporary dystopian literature. If the lack of bottom-up initiatives contrasting inadequate economic and political forces are responsible for mutating the city into a verbatim apocalyptic scenario, the most feared tragedy – almost unescapable, lies in the subsequent loss of identity of the characters as a reaction to social fragmentation and ethical dilemmas.

Regardless of how bleak the outcome may look, dystopia stimulates environmental concern and awareness when it does not take shelter behind hope, nor feed upon the cynical nihilism that would want an apocalyptic event to be the end of our species: their focus is on tireless activism and adaptive efforts.

Ilenia Vittoria Casmiri is a Ph.D. Candidate in the Environmental Sustainability and Wellbeing PhD course at University of Ferrara, Italy. In 2019 she graduated at University of Ferrara with a thesis on the literary representations of the two bodies on the monarch in early modern age, with a focus on Elizabeth I. Her current research and interdisciplinary Ph.D. project addresses the interrelationship between human and non-human beings in a climate changed environment. The project explores how urban studies and literature can contribute to defining how the city shapes and is shaped by humans in reaction to climate crisis.

Richard Chapman, Università di Ferrara

Sustaining Languages and the Language of Sustainability

This paper attempts to tackle a number of connected philosophical questions regarding the role of language in the debate surrounding sustainability. One of the most obvious effects of globalisation and our current ecological crisis is the disappearance of languages and the impoverishment of our linguistic resources. The paper initially contrasts the experience and nature of biological and linguistic extinction in order to better understand the effects of language death on sustainability. The paper then moves to examining the disempowering effects of predominant discourses and truncated repertoires in what is largely monolingual behaviour, with particular reference to current crises and attempts to alleviate them. Language teaching and practices are analysed with a focus on the opposition of neoliberal globalising tendencies and policy on the one hand, and the actuality of the complexities of localised understanding on the other. It is suggested that sustainable policy and practice requires sustainable linguistic means and uses, and will be informed by deeper, more detailed debate, rather than searching for sweeping solutions. The paper proposes a renewed approach to language policies regarding learning, teaching, testing and governance that are non-exploitative but, at the same time, respect the requirements of meritocratic values. The importance of receptive skills in (inter-)cultural interactions and the role of languages in the appreciation of truth values is also underlined.

Richard Chapman is Researcher and Lecturer in English Language in the Department of Human Sciences at the University of Ferrara, Italy. A first degree in history from Cambridge University gives a cultural and anthropological flavour to his linguistic research, while extensive experience in teacher training results in a pragmatic bent in his approach to language. Publications include numerous course-books for English language learners (both teenagers and adults) and studies reflecting interest in developments in the language from a sociolinguistic, textual and pragmatic point of view. Language testing is another area of research interest, involving participation in the development of regional examinations for the certification of language teachers in Italy, and the theoretical and practical evaluation of current language tests. Recent publications include work on computer-assisted language research and the possible roles of English as a Lingua Franca.

Georgina Cooper, Green Eyes of Ecology - Social Enterprise

Rewilding Dorian Gray

Green Eyes of Ecology is a social enterprise that adapts old literature canons by using ecocriticism as a writing development tool to create 'Ecoscripts', creating and exploring for a healthier planet combining Ecocriticism with Ecotourism for effective ecology.

Our beloved planet is being destroyed, and our narratives have always been what has driven the ecology. The study of ecocriticism stipulates political issues, unveiling the hidden nature within the social phenomena. Let us listen to the ecology of the past and present, to save our future. Carefully criticise and construct writing, to equally welcome the nature back.

Every script purchased, will help an ecological enterprise stay in business. Every show watched, will contribute to a better understanding of the planet. For every ecological enterprise staying in business, a healthier and active community will be retained.

Stefania D'Avanzo, Università della Campania 'Luigi Vanvitelli' - Caserta

The 'Green side' of technology: multinational technology companies' commitment to environmental sustainability

Multinational technology companies have been strongly criticized in the past due to their lack of commitment to environmental protection. In 2011, Chinese green groups accused APPLE Inc. of pollution problems related to its supply chains in China. As reported by the Guardian 'According to "Apple's Supplier Responsibility 2011 Progress Report", many suppliers were found to be in severe breach of environmental laws'. More recently, Microsoft has been encouraged to do more from an environmental perspective. As can be read on the BBC website, "While there is a lot to celebrate in Microsoft's announcement, a gaping hole remains unaddressed: Microsoft's expanding efforts to help fossil fuel companies drill more oil and gas with machine-learning and other AI technologies". Starting from these assumptions, the study is aimed at investigating commitment by companies to the adoption of environmental safeguard policies. The corpus will include reports and websites (eg. Sustainability section) of multinational technology companies (e.g. Apple, Huawei, Microsoft, etc). The study will start from the controversial debate deriving from the definition of 'sustainability' itself. In the introduction to Workshop on Urban Sustainability (200, 1), it was asserted that the concept is 'laden with so many definitions that it risks plunging into meaningless, at best, and becoming a catchphrase for demagogy, at worst'. Thus, thanks to studies from CDA (Fairclough and Wodak 2007, Fairclough 2007, Van Dijk 2008, 2009) the work will attempt to focus on rhetorical strategies adopted by the companies to communicate their own 'definition' of sustainability in terms of attention and commitment towards environmental protection.

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'Microsoft makes "carbon negative" pledge', BBC News, 16 January 2020, <https://www.bbc.com/news/technology-51133811>

Stefania D'Avanzo is a researcher (RtdB) at University of Campania 'L. Vanvitelli' – English Language and Translation. She obtained a PhD in English for special Purposes from University of Naples 'Federico II'. Her main research interests are about Corporate Discourse, Promotional Discourse and Tourism discourse. In the past, she investigated institutional, legal and popularization discourse. Methodology and theoretical approaches include, among others, Corpus Based Approach, Multimodality, Critical Discourse Analysis. She has been a member of some relevant national projects (COFIN Prin Project; F.A.R.O Project) promoted by the University of Naples 'Federico II'.

Erika De Vivo, Università di Torino

Ecology, environmental crisis and uncertain futures: narratives of resilience in a post-apocalyptic scenario at the Sami indigenous festival Márkomeannu

My contribution aims at providing an analysis of the 2018 edition of the Sami festival Márkomeannu (Gállogieddi, Norland, Norway). The Sami are the only People recognized as indigenous in Europe. Sápmi, their ancestral homeland, stretches across four nation states: Norway, Sweden, Finland and Russia. Sami festivals are significant cultural events that bring together Sami people from all over Fennoscandinavia. In addition, Norwegians and foreigners attend these events. These festivals are platforms that epitomize and influence contemporary Sami cultures. The aim of this contribution is to show how the environmental concerns, that are often discussed in Sami circles, emerge as both topics of discussion and elements of performative arts during Sami festivals. In order to do so, this paper will explore the concept – and its enactment – of the 2018 edition of Márkomeannu.

Merging together fiction and reality, the festival was set 100 years in the future. The caption of the homepage of the 2018 Márkomeannu edition read: “100 years have passed, and the Earth is caught in unavoidable darkness. The year is 2118 and the World is about to collapse in power struggle, nuclear war, colonization and environmental crises”. This concept, enhanced on the festival site through the scenography and through performances, referred to a dystopian future where nature and the environment had almost completely broken down due to human actions. This narrative device allowed the organizers to depict a possible future in order to promote ecological awareness, as well as respect of human rights and peace. Different elements such as the horror of a nuclear conflict, anxiety about human rights violations and ecological disasters make up a post-apocalyptic scenario that is actually a denouncement of contemporary environmental malpractices.

Since its origins, Márkomeannu has had strong political overtones and the depiction of a potential ecological crisis is in line with this political engagement of the festival and reflects wide concerns, in Sami milieus, over environment and its endangerment. For this reason, the analysis of the 2018 Markomeannu enables a reflection on wider debates within Sami communities over Nordic Nation states’ environmental attitudes.

Erika De Vivo is a PhD student (3rd year) in Cultural Anthropology at the University of Torino. She is also a visiting PhD student at SESAM the Centre for Sami Studies at UíT University of Tromsø. She has carried out 13 months of fieldwork research on the Norwegian side of Sapmi (in Troms, Nordland and Finnmark Counties). Her PhD research revolves around Sami festivals as expressions of local indigenous identities. She is interested in Sami non-Christian worldviews and in the relationship between human and non-human beings. Other topics she is covering in her PhD thesis are Sami history embedded in place-names, the importance of Sami museums in conserving Sami history and values as well as the dialogical relation between museums and Sami festivals.

Eco-translation: raising ecolinguistic awareness in translating food in EFL context

Delimiting the field of ecolinguistics studies, Arran Stibbe examines various ecolinguistic perspectives by stressing their “ecological dimensions as well as social ones”. Stibbe also focuses on the role of the ecolinguist and the need s/he has to look into “the wide range of philosophies” as resulting from “their own experience of human communities and the natural world” and to endeavour to forge “their own ecosophy” by coalescing “a scientific understanding” of the relation between the different organisms and “an ethical framework” (Stibbe, 2014: 119-121).

By offering a link between ecolinguistics and eco-translation studies, Philippe Lynes argues that for its “ethics of reading” translation may be “closely aligned with a concept of ecolinguistics and environmental ethics as ecological literacy”. This entails the development of an “ecosystemic translation” which concerns on the one hand “the ecology of translation” utilised in the analysis of languages taking account of their historical and social background, and on the other hand “the translation of ecology” whereby linguistic patterns are translated from an ecological perspective “through a foreignizing and minoritizing of dominant conceptual schemes” (2012: 5-6). Lynes epitomises Peter Mühlhäusler’s ‘ecological theory of language maintenance’ in upholding the “complex ecological support system” of languages that need to be based on aspects including “other languages from which they can borrow, internal dialect variation, territory, language-centred cultural practices, natural boundaries, optimum size of a population of speakers, metalinguistic belief systems” and others (1996: 276). According to Mühlhäusler features entailing “language ownership, cultural practices, speakers’ lifestyles, settlement patterns, speakers’ physical and spiritual well-being” are essential ingredients for a language to subsist, as these constitute its ecological support system, along with “their functional relationship with other languages” (Mühlhäusler 1996: 322-323). In this respect, as Michael Cronin explains, translation is ‘made to connect ideas’ (2017: 1) and an issue to be foregrounded in translation concerns the “ecological vulnerability” of the world. Thus, translation needs to be looked at as an ‘interdiscipline’ observing “a changing disciplinary environment” (Cronin, 2017: 5) by operating “as ‘craft’” (Cronin, 2017: 6).

On such premise, in this contribution it is aimed to focus on how to raise awareness of the translation issues in EFL context, by re-thinking the translation process, in reconsidering the source-text and the target-text languages and cultures involved, which should aim at “a post-anthropocentric relationship to the world, vital for any notion of ecological survival” (Cronin 2017: 5). In particular, the field of food translation is here discussed in its “mutability, commensurability and identity”, insofar as these symbolise the paradigm of the paradox according to which “it is the untranslatability of the food or drink item which becomes the very condition of its translatability” (Cronin 2017: 48).

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Chieti-Pescara, wherein she has been teaching English Language at the 1st Cycle Degree in Foreign Languages and Literatures Cl. 11.

Building a Collective Ecological Identity: A Focus on Italy

In 1991 ASSIRM was established in Italy to bring together firms specializing in market and social research and opinion polls. In 2019 ASSIRM launched an Observatory on Sustainability (Osservatorio sulla Sostenibilità) with the goal of monitoring the sensitivity and commitment of citizens and firms to environmental, social, and economic sustainability. In comparison with the first 2019 report, the one dating to 2020 shows a deeper awareness towards environmental issues, but also dissatisfaction about the perceived interest and commitment of society towards these topics, probably due to the high expectations raised by Fridays for Future and other recent environmental movements. Indeed Italian perceptions are reflecting reality: the ISTAT (2019) report on Sustainable Development Goals shows that factual progress is not enough to reach the objectives set by Agenda 2030.

Hilgartner and Bosk's "The Rise and Fall of Social Problems" (1988) offers an insight into the mismatch between public opinion and action. Treating the environmental crisis as a social problem, their model suggests that public attention towards certain social issues depends on interconnected public arenas (such as media) that produce a feedback effect boosting the social problem. Its magnitude is tied to the finite carrying capacities of public arenas, to the competition among them, and to the need for sustained drama to attract consumers. From this point of view, it transpires that public opinion on a social problem is not necessarily related to and does not engender collective action. However, according to Schudson (1989), the resonance of a certain cultural object is fundamental to its becoming part of the culture of a given community.

In this paper, how public opinion can help build a collective ecological identity will be investigated first theoretically and then through the results of qualitative research, with the aim to observe how awareness can prompt action and to assess whether effective progress towards the SDGs is being made.

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Eleonora Federici, Università di Ferrara

Why Ecofeminism Matters

Ecofeminism is a widely encompassing ideology, touching on subjects as diverse as nature-based religion; animal rights; women's rights; environmental worries about water, land, and air pollution; wildlife conservation; the oppression of Third World countries and peoples by Western industrialized nations. A major concern is the proposition that a society based on cooperation and balance rather than dominance and hierarchy is necessary for survival on this planet, ecofeminist scholars propose to think about a change in our perspective on communities based on a system of cooperation, ecology, and protection of planet Earth. They underline how there must be an interconnectedness of all things.

Ecofeminism emerged in the US context in the 70s and 80s from the intersections of feminist research and the various movements for social justice and environmental health. It is a framework that seeks to combine, re-examine and augment environmental and feminist movements.

Ecofeminism needs to be intersectional and analyse the differences among women worldwide. Non-Western ecofeminist theories have widened and enriched the debate and opened a discussion on the necessity to fill the gap between theory and practice. My paper will focus on the importance of an inclusive, pluralistic and contextualised ecofeminism today related to concrete examples.

Eleonora Federici is Associate Professor of English Language and Translation Studies at the University of Ferrara, Italy. Her main areas of research are literary and LSP translation, LSP (especially the languages of tourism and advertising), Gender Studies and Feminist Utopias and Science Fiction. She has published widely on specialized translation, translation and gender, postcolonial translation, cultural representations in media, CDA in tourism and advertising texts. She has edited journals' monographic issues, the latest one with A. De Marco and A. Magnan Park "Language and Translation in the Pacific" for the *Journal of New Zealand and Pacific Studies* (2019). Among her books: *The Translator as Intercultural Mediator* (2006), *Translating Gender* (2011), *Bridging the Gap between Theory and Practice in Translation and Gender Studies* (2013 with V. Leonardi), *Quando la fantascienza è donna. Dalle utopie del XIX secolo all'età contemporanea* (2015), *Translation Theory and Practice Cultural Differences in Tourism and Advertising* (2018).

Eleonora Fois, Università di Cagliari

The cultural relevance of landscape metaphor: an ecostylistic analysis of the English translation of Grazia Deledda's La madre

This contribution explores the impact of the translator's cultural framework on the translation of landscape-related metaphor via a contrastive analysis of *La madre*, by the Sardinian Nobel Laureate in Literature Grazia Deledda, and its 1922 translation (*The Mother*) by Mary Steegman. Culture influences the vision of nature in providing distinct norms and ideologies about how people relate to others and the natural world. Deledda's language of space originated from a subjective perception, and so did her use of space-related metaphors. In translation, however, the negotiation of meaning involving landscape metaphors becomes more complex. The source author's subjective perception and individuality overlaps with the translator's subjectivity, which impacts on the target text with political and ideological consequences. Steegman's domesticating approach to the foreign landscape of Sardinia has been analysed in a previous study (Fois, forthcoming) which brought to light a distinct ideological approach to the peripheral culture.

This contribution, in fact, examines the metaphorical use of anthropomorphism as a textual embodiment of the symbolic relationship between landscape and cultural identity. It will be argued that the translator's interpretation can re-shape relationships and the target readers' understanding of that landscape. The analysis will be based on Conceptual Metaphor Theory (CMT) and Mandelblit's Cognitive Translation Hypothesis (1995). Ecostylistics will provide a further framework, to examine the patterns which uncover the translator's approach with regards to nature and landscape.

The objective is to verify whether or not a strong cultural trope such as anthropomorphism manages to keep its source-culture peculiarities; if and how the translation of metaphor influences the way the narrative world is presented to and consequently understood by the reader; if landscape and nature are among the variables which reveal different cultural frameworks and affect the identity of the TT.

Eleonora Fois is Ph.D. in Philological and Literary Studies and is currently a type A fixed-term researcher (RTD-A) in English Language and Translation at the University of Cagliari. Her research currently involves various aspects of translation: translation in ELT, ELT for translator training, news translation, and stage translation: her performative study on Italian translations of Shakespearean plays, 'Shakespeare tradotto', was published in 2018 by Carocci. She also published both nationally and internationally on Italian stage translations of contemporary playwrights, and on literary translation, with a specific focus on the cultural rendition of foreign landscape in the English translations of Grazia Deledda's novels.

Aldous Huxley's Essays and the Politics of Ecology

Aldous Huxley's fluid vocation has made his essays a reference point in modern literature (Lukàcs, 1910; Adorno, 1969). Short without being poems and always characterized by well-structured plot without being novels (Woolf, 1925), Huxley's essays writing has in fact become the 'frontier' of the XX and XXI century novel (in line with contemporary critical view of the genre, Pavel, 2003; Ercolino, 2014).

This paper focuses on a relatively less known interest of the author. It discusses Aldous Huxley's view on the relationship, and on the inherent tension, between technological development and exponential increase in human population, and the environmental transformation of the planet. Long before his contemporaries, the author believed that industrial civilization was transforming our planet and human nature as well (Dees, 2015). Huxley's commitment to imagine an ecologically sustainable form of civilization was, in my opinion, his most ground-breaking trait (Latouche, 2010). The paper also examines the relevance of this view on some important intellectual and political developments that find their roots in the late 1950s; the transformation of ecology from a mostly descriptive discipline to a modern science concerned with general principles and attracting significant public attention and the emergence of a truly global environmental movement.

In particular, in order to identify the backbone of Huxley's environmental thought, this paper takes under exam sixteen lectures given at the University of California Santa Barbara in 1959, and published only in 1978 in the volume *The Human Situation 1978*, and the two essays *The Double Crisis* and *The Politics of Ecology. The Question of Survival*, released respectively in 1948 and 1963 as “an occasional paper published by the Center for the Study of Democratic Institutions” in which Huxley develops this theme and utters his last word before dying.

Elisa Fortunato is research fellow in Language and Translation - English Language at the University of Bari. The main area of interest in her research is represented by the language of irony in XVIIIth century and the rhetoric of history in XVIIIth and XIXth centuries. She has published essays on classical sources of Gulliver's Travels, on the relationship between history and fiction in the English XIXth century, and on the Italian translation politics during the fascist regime (“But Men may construe things after their fashion. Julius Caesar during Fascism”, 2018; “Translating Swift. Censorship and self-censorship during Fascism”, forthcoming). She has translated the novel *History and Adventures of an Atom* by T.G. Smollett (2010), Orwell's *New Words* (2018) and Huxley's *Words and Behaviour* (2019) for the international Journal of Translation “Ticontre”.

Meat eating and human health in animal rights discourse: a corpus-based investigation

This paper expands on a corpus study (Fusari 2018, 2019 a and 2019b) of the discourse of meat eating in relation to science and welfare, both human and animal. Previous steps in this project have mainly concentrated on the discourse of meat eating and cancer, in the wake of the publication of a report in which the IARC (International Agency for Research on Cancer 2015) included red meat in its Group 2A (probably carcinogenic to humans) list, and processed meat in Group 1 (carcinogenic to humans). Using a specially built 384,491 words corpus of scientific articles, fully POS-tagged, and partially parsed using a systemic functional grammatical formalism, some of the main rhetorical strategies deployed in the dissemination and reception of new scientific knowledge in this area were identified and investigated from a systemic functional grammatical perspective, specifically in the domain of ideational (Halliday 1993) and interpersonal meaning (Martin & White 2005). The current step in this project builds on a comparison between the discursive construction of meat eating in science and in animal rights discourse: while this comparison had already been initiated in Fusari 2018, it has so far remained limited to one animal rights organization, PETA, and performed on a very small corpus (20,992 words), designed as a pilot project. The present contribution extends the focus to a wider range of organizations and texts, for a total of 103,495 words, to test the hypotheses made in the pilot project concerning the “high degree of intertextuality and register hybridity in the discursive construction of this scientific fact” (Fusari 2019a: 78) by nonprofit organizations. The findings confirm that animal rights organizations rely not only on more or less direct quotations of scientific sources, but also on typically scientific discursive features, to increase their credibility and to persuade people to embrace veganism.

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Posthumanism and Techne in Richard Adams's Watership Down

A classic though atypical children's book, Adams's *Watership Down* (1972) is a widely quoted and much less studied masterpiece of the last century. Over time, scholars have concentrated on its mythical content, its epic structure, its anthropomorphism and its folkloric resonances. Just to quote the most recent works, Hardy Beierl (2008) has highlighted Adams's skill in eliciting empathetic feelings in the reader while Buell in 2014 pointed out that "the novel positively begs to be read allegorically" (411) while "creating a counter-space for dramatizing the threat posed to animals by human incursion" (ibidem).

Despite its undeniable ecological theme, however, ecocritical readings of Adams's work are scarce. In 1984 Pawling underlined its pastoral sensibility and its disturbing depiction of the negative impact of human actions on the natural environment while a year later Collado analysed the novel's defamiliarizing writing. Later on, Battista (2011) defined the work an ecofantasy and an animal dystopia.

The mainstay of this paper is that Adams's novel delivers with strength a radical message which, borrowing Buell's words, "positively begs to be read" from a posthuman perspective. If the term posthuman – whose polysemy has been widely discussed – is interpreted as a post-anthropocentric attitude that "decenters man" (Jaques 2015:11) positioning mankind on the margins of the story, then *Watership Down's* posthumanism is beyond question. The analysis will highlight how the narrative purports to create a defamiliarized environment where "Animals don't behave like men [...] They have dignity and animality" (Adams 2012: 235).

At the same time, however, the human presence and the author's voice are not effaced from the story. The word "techne", representing both technology and art (see Boellstorff 2008), will be here used to introduce a reflection on how both the use and misuse of human artefacts in the plot and the authorial intervention position this novel in a complex hermeneutical frame.

Roberta Grandi is a junior research fellow at the Università de la Vallée d'Aoste (Italy) where she teaches English literature, language and translation. She is author of several articles on Shakespeare's Victorian burlesques and a book on the rewritings and adaptations of *King Lear* (*King Lear dopo Shakespeare. Adattamenti, riscritture, burlesques* (1681-1860), Roma: Aracne, 2013) which in 2018 won the International Prize Lago Gerundo for the non-fiction section. Her wider research interests include A.E.W. Mason and mountain literature, ecocriticism and Richard Adams's *Watership Down*, and the film adaptations of Jane Austen's novels.

Communicating Sustainable Tourism in English and Italian. A Contrastive Analysis

Due to the increasing awareness towards sustainability at a global level, sustainable tourism has become a popular field of research over the last decades. Yet, while acknowledging that sustainable tourism requires communication strategies different from those of mainstream tourism (Allen 2016, Tölkes 2018), scholars have paid little attention to the discursive specificity of this area of language (Malavasi 2017, Argondizzo/Ruffolo 2012).

The current study explores the discursive representation of sustainable tourism in web communication in English and in Italian. The methodological framework adopted is that of corpus-based studies, combined with qualitative discourse analysis, in line with the Corpus Assisted Discourse Studies tradition (Baker et al. 2008, Partington 2010). Based on two parallel corpora – the ST ENG corpus, consisting of web texts on sustainable tourism in English, and the TS ITA corpus, made up of Italian web texts on the same topic - the analysis highlights salient differences in terms of deictic style, modality, evaluation and semantic prosody (positive and negative valence) associated with the antithetical concepts of mass tourism and sustainable tourism. The results suggest that the Italian representation of sustainable tourism is characterised by a distant stance towards readers and relies on a strong polarisation between 'good' tourism and 'bad' tourism, which is absent in the English corpus. The latter instead relies on proximal person deixis, aimed at engaging the readers, and on the creation of value around responsible tourism practices by means of factual information rather than of mere evaluation.

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Cecilia Lazzeretti holds a PhD in Human Sciences from the University of Modena and Reggio Emilia, Italy. As a freelance journalist and press officer, she is professionally involved in the media community. Her research has mainly focused on museum discourse – in particular, on press releases and digital media. Her interests lie in the intersections between different methodological approaches, such as corpus linguistics, discourse analysis, and genre analysis. Cecilia is currently a Research Fellow in the Department of Cultures, Politics and Society, University of Turin, Italy, and an Adjunct Professor in the Department of Language and Culture Studies, University of Modena and Reggio Emilia. She is a member of the inter-university Research Centre CLAVIER for the linguistic investigation of language variation in terms of diachronic, geographic and socio-cultural dimensions through the methodological tools offered by corpora. She has published extensively in the field of museum discourse, and her most recent contributions include *Museums and architectural identity. An exploratory study of museum web texts* (2019), *The language of museum communication. A diachronic perspective* (2016), and *Exhibition Press Announcements: an evolving or dissolving genre?* (2016).

Giulia Lepori, Griffith University Australia

Regeneration within Disruption

The word ‘Anthropocene’ has been shaping humanity. Generally, it tends to identify every Anthropos with the same narrative of geological disruption and destruction. This is only one side of the story. There is another where humans tap into their abilities for collaboration and regeneration. Within my doctoral project in the Environmental Humanities, I dwelled with the family of Centre Thar dö Ling (Sicily), to experience and document their permacultural way of living. I conceived an interdisciplinary methodology to write of place-based more-than-human stories, with a focus on the imaginaries of water, plants, food, and waste. Such stories, in the context of climate change and emergency, are meant to inspire a sense of relationality with the world and to weave regenerative narratives for this epoch. A shared ecocritical autoethnography is the aimed outcome of my project. In this paper, I present extracts of my work in progress to explore my methodology for a research that conceives narration as an elemental and multispecies collective practice.

Giulia Lepori is a doctoral candidate in the School of Humanities, Languages and Social Science at Griffith University (affiliated GCSCR); within the Environmental Humanities, informed by Material Ecocriticism, her thesis is focused on the regeneration of ecological imaginaries through human and more-than-human forms of communica(c)tion. She is the co-creator of the independent photo-narrative project ‘Echoes of Ecologies’ (echoesofecologies.noblogs.org), through which she co-produced the ethnographic film ‘Yuyos’ (Krawczyk and Lepori 2018). In 2020 she participated in the making of the multispecies ethnographic video ‘LAND/SCAPE’.

Noo Saro-Wiwa's Nigeria in translation: environmental (un)sustainability and resilience

In 2012 Nigerian-born author Noo Saro-Wiwa published her first book: *Looking for Transwonderland: Travels in Nigeria*, a travel memoir in which she narrates her ancestral home, having been actually brought up in Surrey, England. The memoir is structured in twelve sections in addition to a prologue and an epilogue, all the sections bear the name of the specific Nigerian city or region in which they are set, and the theme of nature or environment in general is not addressed directly but according to the effects it has on people. While mapping her territories through writing, the author gives readers the possibility to experience the close relationships between space and narration but also the instruments to question themselves about the urgent confrontation between anthropocentrism and ecocentrism. Saro-Wiwa's book has been published in Italy in 2015 by the publishing house 66thand2nd (in a translation realized by Caterina Barboni) and in the same year the writer has taken part to the "Festivaletteratura" of Mantova, one of Italy's most known literary festivals, yet the memoir can neither be considered a best-seller nor a book which has gained popularity out of the niche of an independent publishing readership. This paper aims at presenting an analysis of Saro-Wiwa's book both in English and via its translation into Italian with the aim to investigate in which ways the literary means can be used to form opinions on environmental struggles and to and to what extent can these opinion circulate across languages and cultures through translation. Following the methodological guidelines of Postcolonial Ecocriticism and Translation Studies it will be also explored the possibility to maintain that literatures which develop environmental issues, and can reach a wide audience through translation, are to be considered forms of (soft) activism capable to shape the public opinion.

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Angelo Monaco, Università di Bari “Aldo Moro”

Ecological Uncanny and Vulnerable Form in Cynan Jones’ Stillicide

In the helter-skelter of the twenty-first century, the awareness that our planet is threatened by massive climatic changes has considerably increased, and literature, as it is sensitive to social and political changes, is providing proof of this ecological preoccupation with the emergence of a narrative genre known as “climate change fiction” (or “cli-fi”). Notably, among the various environmental tropes that characterise cli-fi, water figures prominently. Not only does water hint at the rising sea levels that cause flooding and engulf coastlines; also, the scarcity of such a vital element represents a serious menace in terms of human health and socio-economic conflicts. In his latest novel, Welsh author Cynan Jones addresses the issue of water shortage in a near-future Britain. Whereas the twelve chapters of *Stillicide* (2019) apparently seem separate stories, they can be read as a coherent whole that charts the struggle for what has become a rare commodity. With a highly evocative and minimalist prose, *Stillicide*, originally conceived as a BBC 4 radio drama series, engages with human collapse rather than simply with natural breakdown. Starting from these premises, in my presentation I intend to read Jones’ sixth novel as an exemplificative case study on the question of ecological care. I will specifically explore the novel’s fascination with uncanniness. By resorting to onomatopoeia and prosopopoeia, Jones can be said to evoke an “ecological uncanny” where the alien and the strange are accommodated, dissolving the border between human and non-human into “quasi-objects.” Then, I will focus on the novel’s liminal form as it oscillates between elegy and dystopia, thus presenting a vulnerable form where unity and fragmentation are inextricably juxtaposed. This tension between self and environment, hence, is mediated by formal solutions that not only undermine nature; rather, the aesthetics of the ecological uncanny tends to dissect and tear up the very category of the human.

Angelo Monaco holds a Ph.D. in English Literature (University of Pisa, 2017). His research interests revolve around the contemporary Anglophone novel, ecocriticism, postcolonialism, and the relationship between literature and psychoanalysis, with particular emphasis on trauma studies. His publications cover such issues as diaspora, empathy, globalisation, melancholia, nostalgia, and vulnerability, and they have appeared in international journals and edited volumes. He is the author of *Jhumpa Labiri. Vulnerabilità e resilienza* (Edizioni ETS, 2019).

***Digital Discourse, Real Environment:
the Marine Litter Issue in Institutional Communications by the European Commission***

On 24 October 2018, the European Parliament endorsed a proposal submitted by the European Commission aimed at tackling the issue of marine litter, in particular by banning some plastic products that most often end up in the world's oceans and seas starting from 2021. The proposal is part of the broader Circular Economy Action Plan (2015) and the subsequent Plastics Strategy (2018) through which the European Commission pledged to lead “international efforts to reduce plastic pollution worldwide through relevant platforms and fora” (European Commission, 2018). The related awareness-raising campaign, The seductive power of single use plastics, was launched via the www.bereadytochange.eu institutional web page.

The aim of the present study is to analyse from a multimodal perspective the array of strategies employed to represent and communicate the marine plastic pollution issue in official communications and publications and, more specifically, the objectives of the EC's online campaign. The enticing visual content, the colourful images, and the witty language of the webpage's hypertext will be observed following the criteria of multimodal discourse analysis, with linguistics and terminology serving as the privileged methodological approach of investigation.

Considerations on the addressees of the communications – the citizens of the EU – add to the theoretic fields of investigation (environmental and social justice, eco-criticism, etc.), revealing a conceptual flaw in the construction of the environmental discourse by the EC, as big corporations and plastic producers fail to be addressed as main stakeholders in the plastic pollution issue.

Marina Niceforo holds a PhD in “European Languages and Specialized Terminology” from the University of Naples “Parthenope”. She is fixed-term lecturer at the Universities of Naples “L'Orientale” and “Federico II”. Her major research interests include marine pollution and environmental terminology, eco-criticism, ESP and cultural translation. She has recently published her first monograph, *The Terminology of Marine Pollution by Plastics and Microplastics* (Cambridge Scholars Publishing, 2019).

Melinda Pirazzoli, Università di Bologna

Man, Animal or “Humanimal”? Mo Yan’s Life and Death Are Wearing Me Out

Mo Yan’s *Life and Death Are Wearing Me Out* 生死疲劳 (2006) is one of the most audacious and outstanding novels of this Nobel award winner, yet, controversial Chinese writer. It describes the protagonist’s reincarnation respectively as a donkey, ox, pig, dog, monkey before becoming a radically new human being. In this novel, the encounter between the nonhuman- human and the human-human is a strategy to challenge an ideological, political and rational notion of Anthropos. Relying on a phenomenological understanding of humanity and the world, Mo Yan manages to unsettle the long-lasting priority of bios (political life) over zoe (bare/animal life). Hence, in this novel living life no longer means performing a social role in society but, on the contrary, sharing, to use a famous Chinese expression, 悲欢离合 (sorrows, joys, separations and reunions) with other human and nonhuman beings. The creation of a community of all living beings undermines the idea that the political and ideological Anthropos is at the center of the universe.

Melinda Pirazzoli is Adjunct Professor of Chinese literature at the University of Bologna. She received her BA from the University of Venice, and MA in Chinese and Chinese Literature and Culture from Washington University in St. Louis and University of Michigan respectively, and her Ph.D. in Chinese literature from University of Napoli “L’Orientale”. She has been a Fulbright scholar (1993-1995). She has published a book entitled *Intenti poetici. Poesia, poeti e generi poetici della Cina classica dalle origini alla dinastia Tang* on classical Chinese poetry (Ananke, 2016) and coauthored a history of modern and contemporary Chinese fiction (with Nicoletta Pesaro) (Carocci, 2019).

Paola Spinozzi, Università di Ferrara

The Ecological Humanities and Ecocriticism for a Sustainable Environment

Humanities scholars have been traditionally much better equipped to interpret the world than to act upon their interpretations. The standoff generated by our ambivalence and duplicity towards the environment will be addressed here from the perspective of a literary theorist wanting to explore how interpretation and active commitment can be brought together. Firstly, I will discuss the origins and dissemination of ecological thinking with a dual purpose: to assess what the ecological humanities have achieved until now, and to propose what they should aim to achieve through a synergy with sustainability studies. Secondly, I will interrogate ecocriticism to propose how literature and literary studies can become more militant and generate speculative as well as active ways of sustaining the environment.

Paola Spinozzi is Professor of English Literature at the University of Ferrara. Her current research focuses on the ecological humanities, ecocriticism, and sustainability; post/apocalyptic and climate fiction, nature poetry and eco-theatre; representations of (un)sustainable societies, anthropogenic phenomena, resilience, adaptation, regeneration (*Cultures of Sustainability and Wellbeing: Theories, Histories, Policies*, ed. with M. Mazzanti, 2018). She is the coordinator of the International PhD programme in *Environmental Sustainability and Wellbeing* and the co-coordinator of the *Routes towards Sustainability* International Network. She also researches utopia as a genre in relation to art and aesthetics, imperialism, racism, Darwinism, and the post/apocalypse (*Histoire transnationale de l'utopie littéraire et de l'utopisme*, ed. with V. Fortunati and R. Trousson, 2008); literary representations of scientific theories (*Discourses and Narrations in the Biosciences*, ed. with B. Hurwitz, 2011); literature and the visual arts (*Sopra il reale. Osmosi interartistiche nel Preraffaellismo e nel Simbolismo inglese*, 2005; *The Germ. Origins and Progenies of Pre-Raphaelite Interart Aesthetics*, with E. Bizzotto, 2012).

Nicoletta Vallorani, Università di Milano

Avrai i miei occhi, Zona 42, 2020

The novel is a dystopia that develops from the finding of a pile of female corpses on the dilapidated outskirts of an urban conglomeration, a future projection of Milan. The victims are very young and attractive, and the cold has frozen the bodies in a sculpture of unusual beauty. The cause of death is unclear. Each body, however, bears old scars and marks of repeated violations. Inside their wrists a tattoo, the ‘rune of ownership’, designates them as clones especially built for rape.

Reconstructing the history of an ancient Milanese family and piecing together classified private and public documents, Nigredo discovers that the key to the emotional enhancement of the ‘raping rituals’ is achieved connecting a variable number of clones to one human girl – a ‘queen’ – that is connected to the clones and survives countless violations. Shortlisted for Premio Campiello 2020 and longlisted for Premio Napoli 2020, *Avrai i miei occhi*, is primarily a reflection on femicide and violence against women, but also a tribute to Milan, reshaped as a dystopian, post-apocalyptic metropolis.

Nicoletta Vallorani is Professor of English Literature and Cultural Studies at the University of Milan. She has published on formula fiction, Literature and migration (Nessun Kurtz. Cuore di tenebra e le parole dell’Occidente, 2017), urban geographies (Millennium London. Of Other Spaces and the Metropolis, 2012) and the intersections between crime fiction and migration studies (“Postcolonising crime fiction. Some reflections on good and evil in global times”, 2014). She contributed to The Routledge Companion to Crime Fiction (“Crime Fiction and the Future”, 2019). With Simona Bertacco, she recently authored a volume on translation and migration, prefaced by Homi K. Bhabha (The Relocation of Culture, Bloomsbury, May 2021).

Daniela Francesca Viridis, Università di Cagliari

“She enjoys being stroked”, “They are affectionate, lively and interactive boys”: An Ecostylistic Scrutiny of Animal Agency and Alternative Discourse in Battersea Dogs & Cats Home Website

Battersea Dogs & Cats Home is an English charity whose mission is to rehome stray and surrendered dogs and cats; to achieve this aim, the organisation’s website (<https://www.battersea.org.uk/>) features several resources. The key tools are the two rehoming galleries “Meet the Dogs” and “Meet the Cats”: they display links to the pets’ detailed files showing their photographs and providing not only essential “facts and figures” about them (age, breed, sex, etc.), but also describing their personalities, likes and dislikes and what they enjoy doing.

In this paper, within the broader aims and scope of ecostylistics, I will apply the theoretical framework and methodology of Hallidayan functional grammar (Halliday & Matthiessen 2014; henceforth IFG) to the cat gallery. More precisely, I will scrutinise the experiential metafunction of the text of the gallery, identify all the processes performed by the cats, classify them into the six Hallidayan process types, and recognise the agentive participant roles the cats undertake.

My main research purpose is threefold:

1. To demonstrate that the cats in the website are described as expressing agency, namely, in Hallidayan terms, “functioning as Actor/Agent in the clause” (IFG: 384) or, in human-animal studies terms, exercising “essential rights of activity” and “the rights to life, liberty, and the pursuit of happiness in one key formulation” (McFarland & Hediger 2009: 1);
2. To reveal that the stylistic representational strategies utilised by the website authors depict the cats as agents and animal agency as an extremely appealing personal feature of the cats;
3. To prove that the positively value-laden conceptualisation of animal agency is the key stylistic and discursive device employed to construct, in Stibbe’s (2012: 10) words, an ecological alternative discourse promoting respect for animals and the natural environment.

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Daniela Francesca Viridis is an Associate Professor of English Language and Translation at the University of Cagliari. She is the Secretary of Poetics And Linguistics Association (PALA) and a member of the International Ecological Association (IEA) Steering Group. Her current research interests include ecostylistics and metaphor theory. She is the author of *Serialized Gender: A Linguistic Analysis of Femininities in Contemporary TV Series and Media* (2012), which was awarded the Italian Association of English Studies Book Prize 2013.

Charles Wong, Freie Universität Berlin

“I felt the world rearrange itself around me:” Dreamtime in the Anthropocene in Ben Lerner’s 10:04

In *The Uninhabitable Earth*, David Wallace-Wells surmises that natural disasters will eventually be acclimatized as normal weather, extreme planetary conditions turned quotidian in the face of climate change. Instead of what naturalists propose as “deep time” – the arc of geologic history shaped by natural forces – Wallace-Wells posits that what we will face instead, as history artificially accelerates from the cascading ramifications of man-made climate change, is what aboriginal Australians term as “dreamtime:” “the semi-mythical experience of encountering, in the present moment, an out-of-time past, when ancestors, heroes, and demigods crowded an epic stage [...] a feeling of history happening all at once.”

For Wallace-Wells, in other words, if the Holocene is characterized by “deep time,” then the Anthropocene – the proposed post-Holocene geologic period marked by significant human influence – is characterized by “dreamtime;” it is in this context I wish to read Ben Lerner’s *10:04*. Bookended by Hurricane Irene and Hurricane Sandy, the novel demonstrates the destabilizing effects extreme weather has on subjectivity and temporality. But more than being a simple contemporary addition to the growing list of climate change fiction (cli-fi), it runs against the grain of successful cli-fi with its unconventional realist orientations, utilizing what Lerner, in his very illuminating New Yorker piece on Keith Waldrop’s poetry, calls ‘haunted realism.’ It is in this topical and aesthetic intersection, I would argue, the hauntological aspect of dreamtime in the Anthropocene is manifested: an experience of the world I liken to a state of Deleuzian becoming, an incessant, inundating process of transformation without finality. In delineating these features of Lerner’s novel, I also hope to show how the novel has adapted to capture contemporary issues such as climate change.

Charles Wong is a graduate student at Freie Universität Berlin. He is writing his MA thesis on modified realism(s) and their implications in anti-capitalist narratives. He currently serves as an editor to *Lahar* Berlin and was the former editor of *FU Review*.

Chiara Xausa, Università di Bologna

Literature and pandemics: an intersectional feminist framework

My presentation will locate the current pandemic in an intersectional feminist framework. The first part of my analysis will draw on ecofeminist and new materialist scholars who have argued that human exceptionalism has determined a global landscape where infectious diseases are becoming increasingly common occurrences. I will provide a framework for understanding human/nonhuman entanglements – including human relationship with bacteria and viruses – and imagining new forms of coexistence that extend care beyond the human world.

The second part will provide some examples of feminist pandemic novels (such as Larissa Lai's *The Tiger Flu*) that expose the dysfunctionality of narratives based on perpetual progress and growth and on human exceptionalism, and their complicity with the ongoing subordination of nature and 'others'. These novels build relationships across gender, race, species and plants and explore alternative forms of production and reproduction beyond capitalism. Through feminist, queer, anti-capitalist and anti-racist resistance, a different gaze on the crisis is cultivated, and a radical systemic change is envisaged: one that raises women's voices and experiences and proposes a new paradigm for care work, which must be considered not as unpaid and feminised domestic labour but as collective care for our human, social and environmental fragility.

Chiara Xausa is a PhD student at the University of Bologna (Department of Interpreting and Translation), where she is currently writing on feminist environmental humanities and dystopian Anthropocene narratives. She has also been a visiting PhD fellow at Bath Spa University – Research Centre for the Environmental Humanities (2020), and a visiting student at the University of Warwick (2014-2015). She earned a MA in Women's and Gender Studies from the University of Bologna and the University of Utrecht (2018), and a MA in Modern Philology from the University of Padua (2016). Her publications include articles on Alexis Wright, Cherie Dimaline, Jesmyn Ward, climate fiction and feminist environmental humanities.

Sole Alba Zollo, Università Federico II - Napoli

Positive Discourse Analysis and the Environment: Developing Eco-friendly Consciousness among the Younger Generations through Media

Over the past decade, it has become more and more important for international organisations such as the European Union (EU) and the Council of Europe (COE) to bridge the knowledge gap between experts and laypeople in order to open a debate about environmental protection as a fundamental human right. By using different media, in particular the Internet, the two organisations have been generating a variety of informative materials in a form that can be easily understood by non-expert citizens, particularly the young generations, to mitigate conflicts and legal disputes and foster a multidirectional dialogue on sensitive issues such as the promotion of a sustainable environment framework.

Following the tradition of Social Semiotics and research on Positive Discourse Analysis (Bartlett 2009; Stibbe 2015; Hughes 2018) this study has analysed a range of different resources related to the environment available on the EU's and COE's websites, aimed at explaining citizens the two institutions' policies in an understandable and attractive way. The analysis has tried to detect the main verbal and visual discursive strategies of knowledge communication and dissemination in order to communicate the institutional/legal discourse on environmental protection and human rights to non-specialists and develop eco-friendly consciousness, especially among the young.

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Sole Alba Zollo is a Lecturer in English Linguistics and Communication at the University of Napoli Federico II (Italy). She holds a PhD in English for Special Purposes (ESP) from the University of Napoli Federico II. Her research interests include: human rights discourse, multimodal critical discourse analysis in institutional contexts, rhetoric and visual argumentation, the language of tourism, education and social media, new literacies, and communication strategies in women's writings between '700 and '800.