

Chapter 1 : Critical Reading and Writing: An Introductory Coursebook - Andrew Goatly - Google Books

Critical Reading and Writing is a fully introductory, interactive textbook that explores the power relations at work in and behind the texts we encounter in our everyday lives.

The International Ecolinguistics Association, characterizes ecolinguistics in these terms: The first aim is to develop linguistic theories which see humans not only as part of society, but also as part of the larger ecosystems that life depends on. The second aim is to show how linguistics can be used to address key ecological issues, from climate change and biodiversity loss to environmental justice. This is a sense shared with other ecological humanities disciplines such as ecocriticism and ecopsychology. Another aspect of ecolinguistics is the influence of the natural world on language. Overall there are three main areas of interest for ecolinguistics. The stories we live by are cognitive structures in the minds of individuals or across a society social cognition which influence how people treat each other, other animals, plants, forests, rivers and the physical environment. The stories are questioned from an ecological perspective with reference to an ecological framework or ecosophy, and judged to be beneficial in encouraging people to protect the ecosystems that life depends on, or destructive in encouraging behavior which damages those ecosystems. Ecolinguistics attempts to make a practical difference in the world through resisting destructive stories and contributing to the search for new stories to live by. Stories which have been exposed and resisted by ecolinguistics include consumerist stories, stories of unlimited economic growth, advertising stories, stories of intensive farming, and stories which represent nature as a machine or a resource. Using Positive Discourse Analysis, ecolinguistics has also searched for new stories to live by through exploring nature writing, poetry, environmental writing and traditional and indigenous forms of language around the world. This form of analysis started with the application of critical discourse analysis to texts about the environment and environmentalism, in order to reveal hidden assumptions and messages and comment on the effectiveness of these in achieving environmental aims. It then developed to include analysis of any discourse which has potential consequences for the future of ecosystems, such as neoliberal economic discourse or discursive constructions of consumerism, gender, politics, agriculture and nature. Approaches such as environmental communication and ecocriticism have broadly similar aims and techniques to this form of ecolinguistics. Language diversity [edit] Language diversity is part of ecolinguistics because of the relationship between diversity of local languages and biodiversity. This relationship arises because of the ecological wisdom or cultural adaptation to the environment that is encoded in local languages. The forces of globalisation and linguistic imperialism are allowing dominant language to spread, and replace these local languages. This leads to a loss of both sustainable local cultures and the important ecological knowledge contained within their languages. It is indigenous peoples who have the relevant practical knowledge, since they have been successfully making a living in them for hundreds of generations. Overall, language diversity is part of ecolinguistics because of the correlation between the diversity of language and biological diversity, with the ecological wisdom embedded in local cultures being the link between the two. A longer chapter on "Animism and the Alphabet" contrasted the discourse of indigenous, oral cultures with the discourse of literate cultures. For oral cultures, the coherence of spoken language is inseparable from the coherence of the surrounding ecology, from the expressive vitality of the more-than-human terrain. For these peoples "it is the animate earth that speaks; human speech is but a part of that vaster discourse. Overall, Abram argues that ecology plays a key role in shaping human language in oral cultures, but with writing this role becomes less and less significant. Our task, rather, is that of taking up the written word, with all of its potency, and patiently, carefully, writing language back into the land. Our craft is that of releasing the budded, earthy intelligence of our words, freeing them to respond to the speech of the things themselves - to the green uttering-forth of leaves from the spring branches. The Ecolinguistics Website [http:](http://)

Chapter 2 : Critical Reading and Writing : Andrew Goatly :

Critical Reading and Writing is a fully introductory, interactive textbook that explores the power relations at work in and behind the texts we encounter in our everyday lives. Using examples from numerous genres - such as popular fiction, advertisements and newspapers - this textbook examines the language choices a writer must make in.

Mon, 17 Sep An Introductory Coursebook" henceforth CRW provides practical introductory explanations and exercises intended to raise critical awareness of choices which writers make in composing and revising their work. He defines critical not only as the simple identification of fallacies and flaws in logical arguments but also as the questioning of the very categories upon which underlying assumptions in those arguments are based. Then he widens the meaning of critical to include the ability to explain "how the world and our relationships within it and to it are constructed through reading and writing. Accepting the weaker version of linguistic relativity Whorf He, therefore, aims to examine ideology and the ways in which we are "socially positioned by the discourse in which we participate, of how discourse enacts the power relations and conflicts within society. CRW consists of ten chapters divided into three parts which parallel the three levels on which we analyze and understand discourse: Part One, chapters , explores critical linguistics and ways in which meaning is encoded in text: Starting with text, the three chapters deal respectively with the structuring of information, conceptual meaning, and interpersonal meaning. Part Two, chapters , discusses the interpretation and production of text as social act from the discourse perspective. The three chapters proceed from ways in which we read meanings into the text, to how we assume stances in reading and writing, to aspects of intertextuality. Part Three, chapters , shows how description and interpretation lead to examination of the ideological strategies behind the text. The four chapters cover marketing and building an identity, feminism and the concept of romantic love, economic and political interests that influence the news, and the need for ecological critical discourse analysis. The final pages include a section with further comments and suggestions for the activities provided throughout the text, as well as an index and glossary of linguistic terms, further references, and an index of names. The landmarks are ordered erratically; consequently, the directions are hopelessly confusing. Linear organization of the information quickly clarifies the directions. The resulting metaphor correlates how, with careful organization of a text, a writer can give a map for a reader to follow. The author then examines how information can be ordered on the level of sentence or clause, giving several variations of the placement of theme and rheme. Next he moves to the level of paragraph or passage and stresses the importance of thematic development. Then he points out that the impact of visual elements in textual organization, graphic resources such as bullets, font, and graphs, is often overlooked. Finally, the author discusses some of the conventionalized generic structures of discourse. Chapter 2 "Text and Conceptual Meaning" pp. The author investigates two ways in which the conceptual representation of language reveals itself, vocabulary and the structure of the clause. Vocabulary structures meaning in the way it categorizes and refers to phenomena. The categories reflect the values of a particular ideology. He examines stereotyping as a "by-product" of such systems of categorization. The aspect of clause grammar that is most relevant to conceptualization and representation of the world is transitivity. Such analysis can reveal the linguistic patterns that construct a version of the world. Finally, the author discusses the usefulness of nominalization and passivization in situations such as strategic avoidance of responsibility or to prevent argument. Chapter 3 "Text and Interpersonal Meaning" pp. Power can arise from physical force, authority, status, or expertise. Contact encompasses the range of people with whom one communicates directly on a scale of frequency and familiarity. Emotion deals with the degree, tone, and duration of affective expression. Ways to exercise power by regulating behavior include commands and questions. Various degrees of authority and assertiveness can be expressed with modal probability, frequency, universality, or subjective markers. Pronoun choice can determine the degree of personalization in a text. Techniques using rhythm and dialogue fragments suggest closer contact. Vocabulary choices from the various strands of English, Greek and Latin origin, French , and Old English, convey degrees of formality in descending order. Finally, vocabulary choice expresses emotion through use of lexis. Three words with the same conceptual meaning, such as "slim," "thin," and "skinny,"

carry very different emotive meanings. Choice of one over the other suggests either a positive or negative ideation. Chapter 4 "Interpreting Discourse" pp. While analysis of grammar and lexis offers clues to the reader, the meaning of the text as intended by the writer remains a matter of guesswork. A text provides clues to meaning, but a reader must recognize assumptions, determine the attitude of the writer towards those assumptions, and hypothesize what inferences the writer intended that the reader would make. Inferences arise from the interaction of knowledge outside the text with knowledge in the text. Systematic discussion follows of presuppositions, propositional attitude, metaphor and irony, inferences and existing knowledge, and, finally, the use of visual effects in advertising to create inferences about products. Chapter 5 "Reading and Writing Positions" pp. Subsequently, these norms can become internalized and often unquestioned. Analysis follows of factors that influence such subject positions. Speech acts, whether uttered or written, are intentional and affect their addressees. Indirect speech acts and politeness can be equally effective. Choices made in degrees of directness reflect relative positioning on the dimensions of Power and Contact as they construct a social world. Finally, the chapter discusses ways to resist reading positions by resisting subject positions and by questioning both overt and covert ideological constructions of reality. Chapter 6 "Intertextuality" pp. This can occur when a reader formulates inferences about a text based upon information and knowledge gleaned from other texts. Analyzing patterns of discourse structure can help a reader recognize different genres, from legal to conversational, with each exhibiting varying subject positions for both reader and writer. Multiple voices often interplay in the transmission of information, for instance as in news reporting, when a news item travels from informant to reporter to editor, etc. Intertextuality also takes the form of reaction and response to another text. Parody exemplifies this type of expression. Chapters , which comprise the third part of the book, shift in perspective. Whereas parts one and two emphasize language, part three focuses first on ideological positions, then illustrates the form these positions take in texts and discourse. He readily acknowledges that his analyses are ideologically positioned. The topics that the chapters explore are as follows: Chapter 7 "Advertising and Consumerism" pp. With the advent of shopping as leisure activity in industrialized nations, buying has become a way to exercise freedom of choice and expression. Purchasing power allows consumers to buy image to create identity. The chapter covers different appeals in advertising: Analysis of three advertisements ensues, followed by guidelines for the chapter project that challenges students to write publicity material for a real readership, such as an organization to which they belong. Chapter 8 "Fiction and Feminism" pp. Next he analyzes transitivity, features of politeness, vocabulary, metaphor, irony, and inferences, followed by a feminist critique. The chapter project involves writing a page romance along the lines of the sample in the chapter. Chapter 9 "News and Institutionalized Power" pp. The author asserts that "the press as we know it has been hi-jacked by those with political and economic power. The chapter project involves the writing of a news article about an event that fellow students might find newsworthy and of personal interest. Chapter 10 "Nature, Vocabulary and Grammar" pp. The author highlights the importance of the need for a specific ecological critical discourse analysis. This could be accomplished in several ways. One way is to seek pro-ecological lexical and metaphorical modification. A second way involves rethinking of grammatical features that reflect Newtonian theory of laws of motion which depict nature as passive and controllable, to incorporate some findings of twentieth century scientists who offer more dynamic views. The author then specifies ways in which grammar can be modified to reflect these more modern scientific views. A case study follows of how contemporary, educated, urban individuals depict their relationship with nature. Two suggested activities in applying aspects of ecological critical discourse analysis end the chapter. As the text explores the relationship between language and power, it stimulates critical thinking by fostering understanding of the role that choices play in structuring thought processes and in influencing social and ecological behavior. The notion of responsible choices made in both composing and reading runs as a theme throughout. Much in the text complements its utility and appropriateness for its target audience: The organization encourages flexible use. A thematic approach would begin with ideological positions in part three, and refer back to language analysis in parts one and two as needed. A systematic progression would build skills in parts one and two, then illustrate their application in the analyses in part three. Overall, the lively tone of the text and the effectiveness of the explanations make it highly accessible to students. The language is clear, with the possible exception of

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some criticisms, such as "advert" for "advertisement," that might distance some students in the United States. Skills such as those explained in "a sample of transitivity and vocabulary analysis" Chapter 2, pp. For the more reticent student who believes that reasoned writing must be boring, this can validate the role of passion in writing. *Towards a New Modernity*, trans. University of Pennsylvania Press. She focuses on strategic language use in the interplay of language and power.

Chapter 3 : LINGUIST List Goatly, Critical Reading & Writing

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Chapter 6 : Department of English, Lingnan University

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Chapter 8 : Ecolinguistics - Wikipedia

reading and writing at the college level, as professors used writing as a means to assess the readers' ability to derive the meaning of a literary work" (as cited in Jackson, , p.).