

عنوان مقاله:

The Human-environment Dialog in Top Notch Program An Ecolinguistic Approach

محل انتشار:

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خلاصه مقاله:

This paper examines ideologies about nature and environment embedded in English textbooks used in Iran. The primary goal is to elucidate the key discursive apparatus applied to establish anthropocentrism and propagate consumerism among Iranians. Rampant consumerism entails depreciation of natural resources, mass confinement and slaughter of animals. Having this in mind, this analysis revolves around: How environmental problems are defined in these books What the consequences are and Who are responsible What makes such an analysis critical is the formation of ubiquitously intimate relationship between language learners, consumer culture and textbooks, as well as the dire warnings about environmental issues. Close scrutiny of Western cultural products, of which books are important component, depicts unprecedented synergy between book writers and merchandisers to establish consumerism. Consequently, books are iterations of supertexts capable of escalating consumer culture. An analysis of the second edition of Top Notch program (including Fundamentals, Top Notch 1, 2 and 3 and Summit 1 and 2) reveals the dual, often conflicting evidence proposed by these books. According to the data obtained today's generation of children, mostly learners of English as second language, are not socialized toward an understanding and appreciation of the natural world and the value of biodiversity. So fraudulently inculcated ideas of consumerism and prestige imply concurrence with the rest of the world not shrinkage of cultural and natural capital. As mighty conglomerates continue to expand their influence in international markets, we need a greater diversity to permanently confront the flood of consumerist ideologies.

کلمات کلیدی:

English text books; consumerism; anthropocentrism; ecolinguistics

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