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Genetically Modified Language - Gay Cook - 2004-11-04

The book is an insightful look at the complexity of the language of genetically modified crops and food. Gay Cook explores how the language surrounding GM crops and food has evolved over time and how it has been influenced by scientific advances, political debates, and public opinion. The book argues that the language surrounding GM crops and food is often used to manipulate public opinion and to obscure the complexities of the issues at hand.

The Genetically Modified Language of the Discourse of Arguments for Gm Crops and Food - Salah E. O. Mahgoub - 2016-04-19

This book discusses the conflict surroundingGM crops in India. It brings together concerns related to food production, farming, environment, health, ownership and policymaking on the use of genetically modified crops in India. The volume analyses apprehensions around GM technology from the perspective of the various stakeholders involved in the debate. Through field surveys and interviews with scientists, economists, environmentalists, civil society activists as well as cotton growing farmers from the states of Telangana and Maharashtra, the book highlights the risks and benefits of GM crops. The book also examines the role of NGOs in the debate and explains its specific features such as its global scope and difficulty in finding consensus. The contributions of this book reflect this multi-faceted approach to rhetoric, discourse and genres through their focus upon and analysis of different institutionalised discourses. Thus, within the three sections of political, journalistic and organisational discourse, the authors discuss various discourse types and their rhetorical characteristics, contributing to the understanding of rhetoric and discourse having significant influence on human action and interaction in society.

Rhetorical Aspects of Discourses in Present-Day Society - Lotte Dam - 2009-05-27

Since antiquity, the notion of rhetoric has been associated with Aristotle, Cicero and Quintilian. Their theories are often regarded as a basis on which it can be argued that rhetoric is no more than manipulation of the audience, and on the other, for becoming an eloquent speaker. Based on this understanding, the study of rhetoric was for many years regarded by scholars as a meaningless enterprise as it was perceived as a study of linguistic ornamentation. However, in the beginning of the twentieth century, scholars regained an interest in the study of rhetoric in recognition of rhetorical skills being important for communication in modern society. Like speakers in public life, e.g. politicians, who had always acknowledged the role of rhetoric, all sorts of communicators, mediators and scholars became interested in rhetoric as a practical tool for building up texts meant for the public sphere as well as an analytical tool for the critique of public argumentation. This led to the development of new theories of rhetoric. While New Rhetoric over the years has been primarily concerned with the study of rhetoric as a tool for persuasion, the new theories of rhetoric must be understood and used against the social and cultural framework in which it is embedded. The contributions of this book reflect this multi-faceted approach to rhetoric, discourse and genres through their focus upon and analysis of different institutionalised discourses. Thus, within the three sections of political, journalistic and organisational discourse, the authors discuss various discourse types and their rhetorical characteristics, contributing to the understanding of rhetoric and discourse having significant influence on human action and interaction in society.

Genetically Modified Foods - Saik E. O. Mahgoub - 2016-04-19

An increasingly hot-button issue, genetically modified (GM) food is considered by some as the best way to feed the world's growing population, and by others as an experiment gone wrong on the unsuperseding public. Genetically Modified Foods: Basics, Application, and Controversy details the basics of biotechnology and its applications in the laborator

Genetically Modified Foods - Saik E. O. Mahgoub - 2016-04-19

The book provides a comprehensive overview of the history of genetically modified foods, including the development of biotechnology and its impact on the food industry. The book also examines the ethical, legal, and environmental implications of genetically modified foods, and the role of regulatory agencies in overseeing their use. The authors provide an extensive list of references and recommended readings for those interested in further exploring the topic.
The Archaeology of Knowledge - Michel Foucault - 2012-07-11
The Archaeology of Knowledge begins at the level of “things said” and moves quickly to illuminate the connections between knowledge, language, and action in a style at once profound and personal. A summation of Foucault’s own methodology, this book is also a first step toward a genealogy of the social sciences, an attempt to redefine the way we live now. Challenging, at times infuriating, it is an indispensable guide to one of the most innovative thinkers of our time.

The Archaeology of Knowledge - Michel Foucault - 2012-07-11

Language - Edward Said - 1921

Language - Edward Said - 1921

Rethinking Language, Text and Context - Ruth Page - 2018-08-14
This collection of original research highlights the legacy of Michael Todd’s pioneering contributions to the field of stylistics and in so doing provides a critical overview of the ways in which language, text, and context are analyzed in the field and its related disciplines. Featuring work from an international range of contributors, the book offers a unique view of the field of stylistics in the twenty-first century. The volume illustrates how stylistics demonstrates how technological innovations and the development of new interdisciplinary connections have shaped the field. It also explores the various ways in which interdisciplinarity has fed the production of interplay between language, text, and context exemplified in current research and how this dynamic relationship can be further explored by featuring contributions from a diverse range of disciplinary perspectives. The book also looks into how this is done. The new inroad the volume wants to pursue is the deliberate and explicit conception of social reality is shaped by underlying cognitive and/or cultural models or patterns of thought, and also looks into how this is done. The new inroad the volume wants to pursue is the deliberate and explicit orientation towards a cognitive sociolinguistics, or more generally, a cognitive semiotics.

Discourses of Advertising - René Dirven - 2003-01-01
The volume offers a number of representative papers on cognitive models that are invoked when people deal with questions of social identity, political and economic manipulation, and more general issues such as the generic discourse of advertising. The book is split into three parts, which look at business communication from corporate, management and employee perspectives. Wide-ranging in nature, it explores a variety of topics ranging from stakeholder communication and brand narratives to marketing conflict and self-branding. Each chapter contains ample opportunity for readers to put new skills into practice, with stimulating case studies and exercises for further discussion. This is essential reading for students of both language and business-related disciplines, both during and beyond their studies. It is also an indispensable resource for teachers of business communication. Language in Business, Language at Work - Erika Duris - 2018-03-01
Packed with contemporary examples from the business world, this is an exciting and engaging text which explains how these fields work and how to analyse and interpret advertisements. The book is split into three parts, which look at business communication from corporate, management and employee perspectives. Wide-ranging in nature, it explores a variety of topics ranging from stakeholder communication and brand narratives to marketing conflict and self-branding. Each chapter contains ample opportunity for readers to put new skills into practice, with stimulating case studies and exercises for further discussion. This is essential reading for students of both language and business-related disciplines, both during and beyond their studies. It is also an indispensable resource for teachers of business communication. Language in Business, Language at Work - Erika Duris - 2018-03-01

Bacteriology and Genetic Engineering - Facts On File, Incorporated - 2008
Provides a history of bacteriology and genetic engineering, biographies of important figures in the field, an annotated bibliography and an index for the researcher's use.

Ecology - Arnaud Stické - 2020-12-27
Ecology: Language, Ecology and the Stories We Live By is a groundbreaking book which reveals the stories that underpin unequal and unsustainable societies and searches for inspirational forms of language that can help rebuild a kinder, more ecological world. This new edition has been updated and expanded to bring together the latest work in ecological stylistics with new theoretical insights and practical analyses. The book presents a theoretical framework and practical tools for analysing the key texts which shape the society we live in. The theory is illustrated through examples, including a detailed analysis of government efforts to limit plastic in the oceans, the construction of the selfish consumer in economics textbooks; the paradoxes between climate change denial and consumerism; the emprise of nature in the Sustainable Development Goals; creation myths and how they orient people towards the natural world; and inspirational forms of language in nature writing, Japanese haiku and Native American writing. This edition provides an updated theoretical framework, new example analyses, and an additional chapter on narratives. Accompanied by a free online course with videos, PowerPoint points, notes and exercises (www.storiesofliving.org.uk), as well as a comprehensive glossary, this is essential reading for undergraduates, postgraduates and researchers working in the areas of Discourse Analysis, Environmental Studies and Communication Studies.

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Battleground: Science and Technology [2 volumes] - Peter H. Denton - 2008-10-30

The modern world is filled with debate and controversy, and science and technology—the most characteristic features of the modern world—are not immune. Science and technology are implicated in many if not all of the important questions and problems of our time. Science and technology can influence everything from the success and failures of nuclear power to the political and social consequences of the industrialization of space travel to the modern ‘green’ biotechnology (‘GMO field trials’). The volume thus illustrates the kind of findings and results that can be expected from this new and promising approach towards citizenship talk.

Between Scientists & Citizens - Jean Goodhue - 2012

This volume brings together selected papers from an interdisciplinary conference focused on effective and appropriate communication of science in the often-beaten controversial characteristics of contemporary democracies. The fourteen essays presented in this volume explore the practical applications of social media studies, including the laws and norms of public discourse and science communication, philosophers interested in the informal logic of everyday reasoning and in the theory of deliberative democracy, and science studies scholars examining public participation exercises involving experts and lay publics, communication techniques for conveying uncertainty, complexity and scale, pseudocontroversy and “manufactured doubt” about science, and the maintenance of trust between scientists and citizens. This book tells the story of an unprecedented experiment in public participation: the government-sponsored debate on the possible commercialization of ‘GM’ crops in the UK. A unique and systematic account of the debate process, this research volume sets it within its political and intellectual contexts, and examines the practical implications for future public engagement initiatives. The authors, an experienced team of researchers, produce a conceptually-informed and empirically-based evaluation of the debate, drawing upon detailed observation of both public and behind-the-scenes aspects of the process, the views of participants in debate events, a major MORI-administered survey of public views, and details of media coverage. With innovative and original contributions on the evaluation of public participation, this book demonstrates the design, implementation and effectiveness of the debate process, and provide a critique of its official findings. The book will undoubtedly be of interest to a wide readership, and will be invaluable resource for researchers, policy-makers and students concerned with cross-disciplinary aspects of risk, decision-making, public engagement, and governance of technology.

The Writer's Harbrace Handbook, 2016 MLA Update - Cheryl Glenn - 2016-09-14

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Discourses on Genetically-Modified Organisms - THE WRITER'S HARRBACE HANDBOOK, 6th Edition, is grounded in the belief that an understanding of the rhetoric of genetically-modified-crop discourse, language, content, and opportunity for writing provides a direction for students to focus on content, discussion, and opportunity for writing. The Handbook of rhetoric helps students writers in employing that rhetorical understanding as they choose the most effective information to include, the best arrangement of that information, and the most effective language to use. The test text moves the students through the steps that constitute successful writing, from finding appropriate topics and writing clear thesis statements to arranging ideas and developing initial drafts. The WRITER'S HARRBACE HANDBOOK also provides several sample student papers in various disciplines, along with instructions for successfully completing similar assignments. This edition has been updated to add the criteria in the WPA Outcomes Statement for First-Year Composition (version 3.0). Each chapter includes a package of student papers in MLA HANDBOOK format. Important Notice: Media content referenced within the product description or the product text may not be available in this ebook version.

The Writer's Harbrace Handbook - Cheryl Glenn - 2016-01-01 - The WRITER'S HARRBACE HANDBOOK, 6th Edition, is grounded in the belief that an understanding of the rhetorical situation—the writer, reader, message, context, and opportunity for writing—provides the best starting point for writing. This book is the ideal companion for any student preparing to write in college and beyond the classroom. Throughout the Handbook, students writers are encouraged to identify the rhetorical understanding as they choose the most effective information to include, the best arrangement of that information, and the most effective language to use. The test text moves the students through the steps that constitute successful writing, from finding appropriate topics and writing clear thesis statements to arranging ideas and developing initial drafts. The WRITER'S HARRBACE HANDBOOK also provides several sample student papers in various disciplines, along with instructions for successfully completing similar assignments. This edition has been updated to address the criteria in the WPA Outcomes Statement for First-Year Composition (version 3.0). Each chapter includes a package of student papers in MLA HANDBOOK format. Important Notice: Media content referenced within the product description or the product text may not be available in this ebook version.

The Politics of Genetically Modified Organisms in the United States and Europe - Kelly A. Clancy - 2016-11-02 - This book examines the puzzle of why genetically modified organisms continue to be controversial despite scientific evidence declaring them safe for human and environmental health. What explains the sustained levels of resistance to implementing genetically modified crops and organisms in the United States and Europe? Clancy analyzes the real-life tactics of political resistance and provides a comprehensive and accessible overview of the controversy by comparing the US and European experiences, providing insights into the techniques and strategies that different stakeholders use to resist changes to agricultural practices and the environment.

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Researching Discourse - Christopher Hartt - 2020-03-19 - This book offers a ‘how-to’ guide to conducting research in discourse analysis. Organized around different approaches to research design and collecting data, the book helps you answer questions such as: Which approach should I take? What data should I collect? How do I interpret my findings? The text is designed to be accessible and practical, offering a range of case studies to help you formulate your research questions, design your research, collect data, and analyze your findings. Chapters can be read independently of one another. This is the ideal companion for any student undertaking research in discourse analysis within English language, linguistics, applied linguistics, and communication studies programmes.

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Research on the rhetoric of GMOs, Ethos, logos and pathos - Guenther Klein - 2016-02-01 - This essay is meant to introduce the reader to the concept of the "rhetoric of GMOs" and explain how it can be used to analyze the discourse surrounding genetically modified organisms (GMOs). The essay provides a brief overview of the current state of research on GMOs, including their potential benefits and drawbacks. It also examines the role of rhetoric in shaping public opinion on GMOs and offers suggestions for future research on the topic.

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Food and Drug Regulation in an Era of Globalized Markets - Sam F Hali - 2015-08-31 - Food and Drug Regulation in an Era of Globalized Markets provides a comprehensive look at the pressures that are impacting today's markets, including trade liberalization, harmonization initiatives between governments, increased aid activities to low-and middle-income countries, and developing pharmaceutical sectors in China and Latin America. This book presents an extensive understanding of the challenges faced by governments in regulating the pharmaceutical research and funding coalesced to confront firms, regulators, and consumers are now faced with new possibilities and responsibilities, and the need for coordination between regulatory agencies and stakeholders to ensure that safety and quality standards are maintained. The book examines the role of international trade agreements and organizations in shaping the global regulatory landscape, providing insights into the potential gaps and means of anticipating and addressing issues that are critical to the success of the pharmaceutical industry in the 21st century.

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