Chapter 5

SOCIAL DISCOURSE
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5.1. Introduction.

Texts and talks are central concerns in the present study language is used as a tool of power in all spheres of social life like education, religion, politics and administration and sometimes leads to social exploitation, giving rise to resistance-movements. My research will provide a critical analysis of power of social discourse. The study focuses on partly empirical and partly theoretical and is founded on adequate data base, documents, interviews. The study brings in the miseries of the deprived section. I emphasise upon how people use power, how order is achieved in society, and try to link it with wider social-structural issues.

5.2. Why Study Social Discourse.

Society is in transition. There is a conflict of interest among various groups in society. People form interest-group and exert pressures of all kinds to realise their goals. Each group is trying to overtake others.

5.3. Discourse and Aging.

A lot of research is being undertaken to study all aspects of aging. It is more complex and not just a simple biological category. (Copper (1968:52) calls societal aging “how society perceives one-physically, socially, economically, emotionally”.

Data can be obtained by interviewing old persons. Many research scientists identify language changes in old age. Elderly individuals who see themselves as relatively strong and independent are positioned as weak and dependent in interaction with others. ‘Worn-out’, ‘haggard’, ‘never doing good job’, words like this reinforce the prejudice against the old persons. They make direct comparison the way it was’ and the way it is and refer frequently to past. Old persons often lament about the loss of their past happiness.
They suffer from asthma, Diabetics. The bias against the old, (senior citizen) is very much prominent and differs from culture to culture. Ervin-Tripp et al 1984:119 discusses how old persons at the receiving end in her article. Some adjectives are insulting to old people (hag, fossil, and duffer, wrinkles, old and associated with negative connotations. Old people take larger processing time to produce and understand complex sentences. The story of “last leaf” waiting to fall from tree of life is a grim reminder of old age.

5.3.1. Discourse Data on Aging: right of the Elderly Person.

Old people are abused by the family members. They are the ‘spent force’. They cannot possibly contribute anything to increase the fortune of the family govt in many places are taking welfare measures for providing health-care, shelter houses etc. Some stringent legislations are passed to protect the interest and dignity of the old people. Financial security, healthcare, nutrition, shelter, welfare of old people need be guaranteed.

5.4. Gender Discourse.

Foucault believes in, culturally, historically specific ways of organizing knowledge. Gender scholars like Lakoff cited many examples to prove that the use of language, pitch, stress, intonation, voice etc. are indicative of her subordinate status in the society. Women are measured in terms of reticence, modesty, politeness, empathy, love for peace and harmony: women’s language is evaluated in negative terms. They are considered unsuitable for taking up difficult assignments; of course things are changing fast. Lakoff’s deficit model theory states that women cannot effectively use language.

5.4.1. Representation of Gender Stereotypes.

Women play an important role in hegemonic struggle. (Control with consent not by force). Women are subjected to traditional stereotypes’ in a male dominated work place. Robin Lakoff: 75 discussed indirect speech act, use of euphemism, and avoidance of swearing, using tag questions are examples of women stereotypes’. Cultural norms which put brakes on women’s free behaviour. Cameron concludes that women are better at interpersonal and phatic use of language. Certain linguistic features of women use of language:-
They use cover terms, like, somehow.

They use mild form of language, may be, I think.

Sometimes women prefer to use indirect terms like, may be, it could be.

They use very often polite-words, phrases, conditional clauses, and diminutives, e.g. little.......  

5.4.1.1. Power Strategy.

Men use command- structure, i.e. imperative-constructions in requesting to get things done. Women are more polite and avoid using direct orders or speeches. Men use powerful style, (discussed earlier) and women are talkative. Men use assertive sentences. Frequent biases against women and favouritism to men are shown in many uses. Gender Bias is created by use of discriminatory words and do not treat at all people with equal respect. Sexist words discriminate against a person because of his or her sex. Many of our words suggest male superiority (see the appendix).

5.4.1.2. Gender Stereotypes/biases.

These linguistic stereotyping, is evident in many expressions. Present writings do not express women’s point of view. A movement by radical feminist is to restore the use of neutral words for both men and women.

Example: Chairperson for Chairman

Business person for Businessman

Man hole…pit

There are no airhostesses only flight attendants, no sales girl only sales person.

5.4.2. Naming Practices and Titles.

New title Ms does away with the words miss and Mrs. Women and Man are perceived as follows: These linguistic initiatives and meanings are challenging the hegemony of the meaning promoted by dominant group.
Feminine and Masculine interactional style.

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indirect</td>
<td>direct</td>
</tr>
<tr>
<td>Amiable,resolving,peacefully</td>
<td>confrontational</td>
</tr>
<tr>
<td>Cooperative</td>
<td>competitive</td>
</tr>
<tr>
<td>Supportive etc.</td>
<td>Aggressive etc.</td>
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</tbody>
</table>

(Janet Molmes and Maria stubbe on workplace stereotype)

**Masculine pronouns:** he, his, him are used to refer to both sexes. Example: when a customer needs: use service, it is his right to ask first. A customer who needs service has the right to ask first. Make reference plural by omitting Masculine pronoun. Masculine pronoun by neutral- expression: Titles, names of position, occupations can also be made gender inclusive. The U.S. Department of labour in its Occupational outlook Handbook has listed non-biased titles. I just use a few instances:

E.g. Foreman – Supervisor
     Policeman-police officer
     Mankind-Humanity
     Housewife - House maker
     Forefathers – Ancestors

Salutations be gender inclusive:

e.g. Dear colleague
     Dear customer

**Sexist**                  | **Non Sexist**
---                         | ---
Lady Lawyer                | Lawyer
Poetess                    | Poet
Male nurse                 | Nurse
Lady doctor                | Doctor
5.4.3. Gender Violence: A Representation

Women are soft targets. They are beaten, harassed in the family. Books on religion, scriptures pay lip-sympathy for in real field, they are subjected to torture and brutality. Sexual abuse, emotional abuses are used as a weapon for controlling them and women belonging to low socio economic are largely victimised and intimidating or are to gain and maintain control or exert power over the victim. I have cited sample examples on some current social issues on which I study linguistic strategies to show how the use of captivating expressions are used in the public conversation to maintain either authority in a vigorous way or to react in an imprudent way, by the privileged group.

Violence against women may be oppression, pressure, separation. The purpose of such violence is to gain or maintain control or exert power over the victim. It occurs when one attends to dominate women physically or psychologically. Our notion of male-dominated society, conventional prestige to men and stigma to women help in increasing the men-women-divide.

5.4.3.1. Framing.

It is a device to use words and grammar is such a way that a negative picture of women as weak, immoral and less-efficient is projected. Our study offers many such examples.(See appendix for statistical reporting abuse of women and children).

5.4.4. Another instance of ideologies of gender difference which are -oppressive

Women’s view about wife beating as justified: A counterpoint.

Public outrage against crime against women and non-stop clamor for stricter laws is nothing new. The issue needs to be immediately debated in Parliament and stringent measures, including effective punishment as a deterrent, should be chalked out. Such discourse enlists ideological processes this proves that language is not just a form of ‘information transfer’ i.e. as transition but the perpetuations of violence has a unilateral control on women. There are several cases where criminals are let off for one reason or the other.
a) Children from the age of three years should be taught to report any kind of assault or inappropriate advances to parents, teachers and elders (as is the case in the West where children are taught to dial 911)

b) Martial arts should be made a compulsory subject in schools and other self-defence skills should be taught,

c) Every girl should be provided with a "pepper spray" for self-defense. The authorities should involve citizens to suggest measures and listen to their voices.

Extract-1.

**Gender Violence.**

5.4.5. Honour-Jihad.

Language is a loaded weapon. words have nuances of meaning and ramifications. It builds up various perspectives. It has cultural, social and political overtones. In these vast repertoire of information, implication, I propose to study ‘Honour’, ‘Jihad’ as contemporary, social issues, both national and international in nature. It has stirred the sensitivities across the globe and at times, seems to have overridden the civilised canons. It addresses the issues of superstitions, religions, 'clash of civilisation ', paganistic rituals, etc.
What is 'Honour' and what is 'Jihad' and how are they connected. 'Jihad' is a fanatical pursuit of any conviction stretched to its limits. The wars of religion between protestant and catholic up to the cold war were all conflicts within western civilization but now it has become a struggle between Islamic East and the Christian West. In this context Rushdies's Satanic Verses is just a 'civilizational struggle, challenging premedieval theology which is based on scientific rationalism. Rushdie depicted the prophet Muhammad in a derogatory way. There then ensued many protest movements across the world against the objectionable remarks of Rushdie. Muslim protested against the annihilation of their religion and cultural identity and issued Fatwa to kill Rushdie. The whole world since then is witnessing terrorism 9/11 massacre bombing, suicide attack against those who supported the anti-Islamic cause. Islamic Jihad, a holy war was responsible for many terrorist acts of destruction. The Islam even justifies war on religious ground. Slogans of Ethnic-cleansing', ‘kill the niggers are spreading terror and poisoned the Geopolitics.

The fundamentalists are often seen as traditionalist and as hostile to modernism because of their obsession with the purity of faith. The 'blasphemy' and hate-speeches spread like wild fire. Safeguarding tradition and culture and considering other beliefs and practices as Infidels became the deadly pursuits of Jehadis across the world. I have tried to view the idea of honour killing as irrational, superstitious, retrograde and spine-chilling like that of the ferocity and the trauma, let loose by the Jehadis.

Killing for the sake of honour has brought disrepute to a family. Families gain or lose honour through money, power and improper behaviour of women. Honour of a family remains at stake because of the following reasons :- (i) Every family insists on wearing a particular dress for the women, (burkha in Muslim family), (ii) Opting for love-marriages without the approval of family. It may be intercaste or inter religion marriage. Now a days, ‘love-Jihad’ that two communities, the Hindu and the Mahemmedan are engaged in fight and not allowing girls to marry in other religious communities. Thus death is awarded to a woman for marrying against the parents' wishes and having extramarital or pre-marital relationship
5.4.5.1. Consequences of Honour Jihad.

1. This is a social problem which upsets the patriarchal culture.
2. Men do not want women to be economically independent.
3. The choice of dress and make-up if it goes against the tradition than they are liable for killing.
4. They are not given any right to defend themselves. Hence women must obey rituals and conventions. The police do not take any note of such crime. Many women are forcefully killed so that family honour could be preserved. This amounts to a type of influence of religion and social control. Cast system and beliefs force the girls to obey the family dictates. Mentality of the people has not changed.

5.4.5.2. Some misconception about this horrendous practice.

1. Rural areas report many such criminal acts. It has also affected some of the urban centres. There is no religious backing. Parents should accept their children's wishes regarding marriage and perpetrators of such honour killing should severely be punished. The act of killing one's own child is barbaric. No progressive society can justify murder and more so killing in any form.

2. Another dimension to love-honour-jihad is worth noticing. It is said that everything is fair in love and war. Love between two religious communities leads to communal riots because of the prejudice against inter-caste, inter-religion marriage in a traditional society.

Human rights activists work over time in challenging these honour- Jihadis but their voice is a cry in the wilderness. Love- honour- jihad fanatics lay claim on woman's body as a birth right and allow bride burning, wife beating and killing for honour. By a drop of hat, the male-hawks condemn the women as dishonest.
5.4.5.3. Some global practices.

1) In Pakistan, one eight month pregnant daughter was tortured and killed because of suspicion of conceiving out of wedlock.

2) In the Indian states of Haryana khappanchayat acts as final arbiter of a girl's destiny.

3) In Brazil -- wife killing is noncriminal on grounds of adultery. Punishment from stoning and public lashing is common in Muslim countries. To our surprise even some European countries and America report of violence against women on some consideration or other.

5.5. Killing for honour: A legal conundrum.

Honour crimes cut across racial, religious, cultural and regional divides. In Brazil, wife killings are considered non-criminal. Husbands could kill their wives for committing adultery. Killing is done because of cultural tradition. There is a gender bias in favour of men. The so-called protectors of socio-cultural practices uphold patriarchal tradition and threaten people who make fuss about the honour killing incident.

5.5.1. See the extracts: Times of India.

“The Times of India explores how 1000 young people in India have been done to death every year owing to Honour Killings linked to sexual harassment and the country needs to introduce strident legislation to deal firmly with the heinous crimes”. Khappanchayat at leaders issue orders, asking woman not to even marry in gotras different from their own.

The really disturbing thing is that cases of young couples being persecuted in the name of family honour continue to be reported from all across the country. In an age of growing freedom, the freedom to love remains intolerably threatened. As India’s democracy has been deepening fewer and fewer constituencies are willing to surrender their choices to conservative forms of authority. Responsible leaders would do well to create bridges of tolerance rather than silly rhetoric that encourages pathologies of violence.
The level of violence against women and young girls globally is phenomenal. That the picture shows with the height of manner of surprise and wonder how nothing is impossible on the part of men, be civilized, uncivilized, with an anxious eyes, fixed recapitulation of thoughts and some fingers hold below the neck symbolizes, how beautifully, a woman is subject to being killed either for dowry or some other social Cultural, familiar issues arising day by day in India and abroad, especially in Muslim countries and a women is killed all over the world, for various reasons usually related to custom and culture rather than religion, as per national crime records in India in 2012, for dowry related violence woman, well killed and socialists and women rights activists attribute this, to increase consumerism, while a woman is tortured and honour killings exists in Muslim countries, in Latin American, normally turned, this deplorable phenomenon as crime of passion, there often the boy friends, and husbands often killed women, when they are convinced that the woman has cheated or she wishes to end the relationship, but no humanities protested to satisfy the quench of the man, who killed their daughter, sisters and nieces, etc.

But, the picture, with a beautiful eyebrows and setting of eye-catching informs a symbol of non-humanistic attitude in India, may be dowry death, before her two eyes ascertained and she has been fabled, what to do or not to do, but at last she was supposed to be killed, and it is said, “A women is killed every hours of our country, either violence, or rape or through any means”.
The symbolic uses of language with hints of different elements of body concretize the power itself, but many scholars condemned the picture of honour killing and to create an awareness and sensitization.

5.6. Trends in Divorce in India.

Another instance of dominating women is raising number of divorces in India. By uttering ‘Talak’ words thrice, a Muslim girl is allowed to be divorced. Misunderstandings among the couples take ugly turn and end in divorces. Young person’s fail to maintain work-life balanced and the resultant stresses lead to break-down of families. Every girl wants to be financially independent. This results in ego-clash, for which both the partners terminate their relationships. The evils of dowry are threatening social harmony. Bride burning cases are on rise. We need to protect women from the menace of dowry.

5.7. Women trafficking in India.

Life of women is always being challenged in patriarchal society. Women are being trafficked in various parts of the country, in India, Pakistan and in Bangladesh. Prostitution is on the rise; poverty and lack of education force many women to be prostitutes, for easy money. Awareness and more educational programs for sensitization will lead women trafficking away from such nasty and cruel system of society.

Top 10 states for highest percentage of dowry deaths.

Extract -3. Critical Discourse on Social Issues of Women Trafficking System in India.
The process and system of honour killing has been derived in a daily paper published on 25th March 2014, which has been quite a different, specialty finds with the belongings, what a picture shows with psychologically and an imaginary factors based how a killer, kept up a women for killing, using different technologies, it had happened in Andhra Pradesh, district of Gunter where police was quite helpless and stood before the facts, as a mute spectators.

**Picture:**

It is quite a tranquil based and an ugly woman, how being helpless, in the middle of the palm of a demon like murderer though not unreal but real, that a girl having 25 years old, PachalaDepthi, was at the age of marriage and she was quite adamant of her own willing and sense, depending upon parents views and sensible action. But she was under a kamma community which is politically dominant, and while she was in stroke of love tricky, who worked with HCL technology at Hyderabad. But A. KiranaKumar was a kapu, and while accident happened between two communities, it was completely love matter, with the two families. But the accident, however has felt to amuse the victim’s husband, who insisted that the murder was preplanned. But there was symbol of sign of caste, creed and religion then, the murder was such a technical based, which symbolizes that the woman was helpless, when finds, no one around her to save her help, only five fingers symbolize different types of demons, one demon is ready to swallow and another four demons are equally, ready to take steps, hopeless woman was trying, crying and bitterly requesting, but no one was to save her, that the figure sense shows, with the lamenting condition of woman on her back side free hairs equally gave importance, how all demons are one-way or one track with firing of eyes and opening mouth, as if every pieces of flesh of that women is to be eaten of by the demons. Nothing to say, within the twinkle of time, it is to be nothing, but slashed of the demons into pulp,

In the analytical explanation, a clash before two communities, coming to end, with its ugly hate, but the lamenting of women, continued. One community was kamma
another was Kapu, called lower and higher, but the sense of technology based murder does not save in whatever condition prevails within the claws of demons.

The language stresses on its technique used by either caste or the style enforces towards the focusing point in the picture, which is in silent mood, shows how a noble hand keeps good senses, but when becomes demon, it turns violent and becomes one of the biggest elements of murder.

5.8. Critical Discourse on Social Issues: Different Angles of Society (demonstration) and its Impact on Language.

Critical Discourse on Social issues different angles of society (demonstration) and its impact on language.

Extract-4 Critical Discourse on Social issues of Dalit System in India.

Indian society at large varies, in its caste creed and religion, from the beginning of its importance arises and castes focuses with the distribution of sub caste in concentration with social dogmas that prevails in different states and a picture extracted the poorest of the poor section in society called Dalit, have forced atrocities, by the government of Maharashtra, in Indian politics and how government mulls over a campaign shows in the above picture, and the Dalits of Maharashtra have demanded steps against atrocities,
which are getting pain with destruction of futures and for that demand they have come to a campaign to stop such type of harassed behaviour and atrocities against Dalit that the matter is concerned for the government where on a village of Maharashtra a boy called Nitin 17 years old Dalit, was allegedly killed by upper caste men and on that issue the government was inactive, against this issue, for which the caste violence of Dalit spread in Maharashtra in every nook and corner, where the picture shows, that in democratic country, every man has right to speech, but the case is about such a dalit young boy who was engaged with discussing with a upper caste girl, then he was killed in a broad day light.


As evident in the previous chapters, I have adopted a binary discourse-analytic procedure i.e. ideological-descriptive themes and linguistic analysis. Further, I have carefully selected discourse topics, be it discourse on Age or discourse on women, when there are explicit or implicit reference to control-resistance pattern. Here I need to extend the same analogy to another contemporary issues of promoting or marketing environment-protection.

I study the samples of promotion-literature on environment and find that this field is fertile to use of a language of deception or manipulation with a view to furthering their vested interests. To a large extent they are the power-brokers in society, the controllers of government, bureaucracy industry and the news media and they set the linguistic, as well as the political, social and economic agenda. The strategic use of language instead of promoting or protecting the natural environment, exploit the ecological-habitat. They have the ability to influence people and society.

I list certain linguistic markers here:

Use of neutral words.

(i) Euphemism, calling unpleasant things by pleasant names.

(ii) Using pejorative terms.

(iii) Instead of calling somebody died, it is better to call, ‘X’ is no more, as euphemistical way of speaking.
Let me explain each item. The neutral words ‘development’ has positive reading. No damage is done to land, air, water and soil, the flora and fauna and provision for clean air, roads, sewerage, and waste-management is done. To make the development more acceptable, ‘sustainable’ has been added. The word ‘sustainable development’ leads to backdoor entry of cutting of trees, setting up industries, roads, polluting water, air, illegal mining, etc. So the ‘developed’ and ‘developing countries carry some political overtones, more so as a propaganda device.

Another word, say, ‘resource’. It also depends how one interprets it ‘Resource’ word presupposes that it will be used in some way or other. Forest, ocean, river, mines, can be exploited for ulterior motive. These exploitation of resources is no longer seen as progress or beneficial to society but yields other hazards.

Certain words cover up its true intention. If somebody dies, we say, he/she is no more. Similarly in ecological terms by saying ‘improved forms’, we mean they are fully developed but behind it we don’t see how it leads to soil erosion, acidification, water logging, salinity and loss of native plants and animal.

Certain grammatical uses, in environmental discourses, which is called ‘Green-Grammar’, verb ‘clear’, i.e. clearing, certainly clearing of what, forest. Another word is ‘burning’ and controlled burning of forest, gets out of control, and we are aware of the menace of ‘podu cultivation’ in tribal pocket etc. Sometimes certain forest products are ‘harvested’. The word ‘harvest’ is an open incentive for destroying the forest. Scientific harvesting partially serves the purpose. Another word ‘Greenhouse effect’. The lateral meaning is ‘lovingly tended plants’ high quality flowers’ fruits and vegetables. Here is another instance in the use of euphemism to hide unpleasant realities. The global warming is also misleading in many ways.

Environment, discourses make use of pejorative words. The meanings is downgrade and debase things or people to control them, e.g.: weed. The word is used to justify the cutting of old trees, ‘sterilised’ is another expression used by the mining industry to describe land in reserve conservation areas.

Many environmental problems, most prominently, the latest big issues such as ‘acid rain, ozone depletion, climate change are theoretical constructs that are only
observable with advanced technical apparatuses. These metaphorical expressions may reveal something but hide many things.

Beth Schultz (1992) has outlined some aspects of non-exploitative use of language. I have just referred to some sample cases.

<table>
<thead>
<tr>
<th>Conventional words and expressions</th>
<th>Proposed alternatives</th>
</tr>
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<tbody>
<tr>
<td>Controlled burning</td>
<td>Authorized burning</td>
</tr>
<tr>
<td>Corridor</td>
<td>Habitat linkage</td>
</tr>
<tr>
<td>Exotic species</td>
<td>Introduced species</td>
</tr>
<tr>
<td>Global warming</td>
<td>Climate dislocation</td>
</tr>
<tr>
<td>Greenhouse effect</td>
<td></td>
</tr>
<tr>
<td>To harvest forest</td>
<td>To log forest</td>
</tr>
<tr>
<td>Land reclamation a resource</td>
<td>Wet land drainage</td>
</tr>
<tr>
<td></td>
<td>a form, a forest</td>
</tr>
<tr>
<td></td>
<td>Land on ocean</td>
</tr>
<tr>
<td></td>
<td>river, water</td>
</tr>
<tr>
<td>Softwood</td>
<td>Pine</td>
</tr>
<tr>
<td>Sterilised land</td>
<td>Land protected</td>
</tr>
<tr>
<td></td>
<td>from exploitation</td>
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5.9.1. Language and Environmental Problems.

Ever since the publication of Halliday's New Ways of Meaning; there has been growing interest, within Eco linguistics, in the role played by language in ecological issue and the environmental problems which affect more and more groupings and individuals. Indeed, the name environmental linguistics has been suggested for such a study. However, the terms 'language ecology or 'linguistic ecology are to be preferred since they indicate that this research is being carried out within the general framework of Eco linguistic principles.
Other authors use the framework of Critical Discourse Analysis (as developed by Fairclough 1989, Kress 1989 and others) for a critical analysis of texts about environmental topics. Andrea Gerbig (1993, 1996) analyses collocational patterns in environmental texts concerning the ozone layer debate; she shows that texts produced by opposing interest groups differ markedly in collocational frequencies (for instance concerning the lexemes. Another linguistics parameter used by Gerbig, is the emphasis on suppression of agency through the choice of active, passive and ergative constructions (Fairclough 1989:123-5).

5.9.2. The Ecologization of Language.

This criticism is meant to be placed within the Critical Language Awareness movement rather than in the neighbourhood of creating another Newspeak. One author who does suggest a change of language so that it can take care of new ecological view of the world is the physicist David Bohm(1980:ch.2), who advocates the introduction of new verbal modality called the Rheomode(Greek rhein-'to flow') which might serve to express 'process' without expressing agent and experiencer.

An interesting hypothesis is put forward by Goatly (1996-552), who suggests that our language will in the course of time by themselves (i.e. by their users) adapt to the new ecological insights and change accordingly. Incipient signs of this change can be observed in the increasing use of ergative construction instead of transitive ones, and in the increase in reciprocal verbs (like meet, touch, interact, talk, converse etc.), which express mutuality instead of dominance. This deep ecologization of language could be seen as a long evolutionary process of language change interactive with environmental process-a- process to be regarded in the frame work of developments which might eventual slow down environmental degradation. Deep ecologization can be considered a counter-development to the 'surface ecologization of discourse, which is apparent in the prolific use of environmental vocabulary in the language of advertising (e.g.in green ads') and much of current political discourse.
5.9.3. Linguistic and Ecological Diversity.

Linguistic diversity, Muhlhausler, states that human beings quickly environmental conditions (1996a:270); ecological diversity is taken account of in differing degrees by the different languages.

Now a days, large number of projects are undertaken to study role of language in the discussion on environment.

5.9.4. The Ecology of Language Shift.

The term ecology derived from the Greek word for household, has now become household word, as Prince Bernhard of The Netherlands has predicted. In the history of the ideas, this was a normal development from the structuralism of the previous decades which gave rise to the study of systems stressing the interrelationships and interdependence of constituent elements. 'Ecology' is essentially the study of interdependence within a system. Having evolved within the life science, this type of study rapidly spread to the science of society. It was first applied to the language sciences in the 1960s by Einar Haugen in a paper called The Ecology of Language’ which later became the title of his book of collected essays.

5.9.5. Language and the Natural Environment.

The language used by the members of a society is chosen from the words available or occasionally, expressly created to describe new things or situations. Language is used just to communicate information and concepts, because of these properties it often conveys messages beyond what was intended or realized.

People who promote the protection of the natural environment also use the language of exploitation. In my experience, even when this is pointed out to them they seem unwilling to change their language, even to the extent of using readily available alternative expressions. It is as though language as a trivial matter rather than a powerful force that shapes people's and society's opinions, attitudes and, ultimately, behaviour. Many conservationists appear to be deaf to the potent messages of language and are blind to its ability to influence people and society.
5.9.6. Use of Metaphors.

In discussions on environment, a lot of metaphor is used. ’King is a star’, it means king has the qualities of brightness of stars. The finding of Environmental issues are pertinent social issues and by the strategic use of language, the vested interest groups control the platform and frisk the agenda of sustainable growth.

5.10. Conclusion.

In the preceding chapter, I have focused on the ways in which representation in language can have a controlling effect, typical in the social context. I look at the importance of age as a social category and as a means for determining duties, rights and privileges. Then I considered the asymmetrical representation of women leading to Gender violence. Generally speaking men still hold more high-status occupation in the society then women do and violence is perpetrated often by men against women. Finally I discussed the subtle ways where by ‘turning, and ‘twisting the language, the environmental discourse spearheads a promotional campaign.