



Book outline

Bortoluzzi, M. , & Zurru, E. (Eds.). (2024). *Ecological Communication and Ecoliteracy: Discourses of Awareness and Action for the Lifescape*. London: Bloomsbury Academic (Series Bloomsbury Advances in Ecolinguistics).

<https://www.bloomsburycollections.com/monograph?docid=b-9781350335851>

This open access volume is a call for ecological awareness and action through communication. It offers perspectives on how we, as humans, posit ourselves in relation to, and as part of, the environment in both verbal and non-verbal discourse. The contributions investigate a variety of situated communicative practices and how they instantiate and potentially influence our actions.

Through the frameworks of ecolinguistics, multimodal studies and ecoliteracy, the book discusses how the environmental crisis is communicated as an urgent global and local issue in a variety of media, texts and events. The contributions present a wide range of case studies (including news articles, institutional websites, artwork installations, promotional texts, signposting, social campaigns and other), and they explore how communicative actions can help meet the challenges of ecologically-oriented change. The focus is on the impact that linguistic and multimodal communication can have on acting in, with and towards the environment seen as living ecosystems, or 'lifescapes'. The chapters offer a reflection on the way we experience, endorse, reframe and resist value systems in ecological communication, and propose alternative and healthier perspectives to respect and preserve the common and nurturing lifescapes through awareness and action.