



SEMINARIO PUBBLICO 28 LUGLIO 2025 – DOTT. LORENZO BUONVIVERE

Avviso seminario pubblico del dott. Lorenzo Buonvivere
ai sensi dell'art. 11, comma 1, lett. k) dello Statuto per la proposta di chiamata a Ricercatore a Tempo
Determinato tipo A per il SSD ANGL-01/C GSD 10/ANGL-01

A seguito del D.D. prot. 94920 del 04.07.2025 con il quale sono stati approvati gli atti relativi alla procedura selettiva per il reclutamento di n. 1 ricercatore con rapporto di lavoro a tempo determinato di tipologia "A" SSD ANGL-01/C GSD 10/ANGL-01 presso il Dipartimento di Metodi e modelli per l'economia, il territorio e la finanza, si comunica che il giorno 28 luglio 2025 alle ore 9.00, il dott. Lorenzo Buonvivere terrà, presso l'Aula Di Fresco del Dipartimento, con collegamento da remoto, il seminario, ai sensi dell'art. 11, comma 1, lett. k) dello Statuto, sull'attività di ricerca svolte e in corso di svolgimento.

Titolo del seminario: Why Ecolinguistics? Approaching Specialised Discourses from an Ecological Perspective

The main purpose of this seminar is to explore how an ecolinguistic lens can be applied to the analysis of specialised discourses to uncover the ideological underpinnings of language and its role in shaping the ways we think of, talk about, and act towards the natural environment. The seminar begins by providing a brief introduction to the discipline of ecolinguistics and highlighting its link with the tradition of Critical Discourse Studies. Following this initial survey, it brings together a series of studies to demonstrate the potential of ecolinguistics in examining how discourses can either sustain or challenge harmful narratives about the natural world.

The analyses span a diverse range of domains, theoretical frameworks, and methods, including corpus linguistics, systemic functional linguistics, cognitive linguistics, and lexicography. Within ecotourism, studies on metaphor and lexical innovation reveal an ambivalence between the commercial framing of nature and ecotourism's professed ecological mission. The use of figurative language in promotional materials and the introduction of neologisms like "*eco-lodge*" raise questions about the ability of ecotourism communication to construe an image of the natural world that meets its ethical aims.

In the realm of political and legal discourse, two case studies focus on Aotearoa New Zealand. A positive discourse analysis of speeches by the former Minister of Foreign Affairs, Nanaia Mahuta, reveals how Māori ecological values – embedded in metaphor, framing, and intertextuality – foster a relational ontology based on the harmonious coexistence of humans and non-humans. Similarly, the Whanganui River Deed of Settlement (2014) – the document which paved the way towards the recognition of the Whanganui river's legal personhood – is examined to show how its language displaces traditional anthropocentric framings in favour of interconnectedness.

Together, these studies highlight the role of metaphor, framing, and lexicon in shaping cognitive and cultural models that influence our understanding of the natural world and our relationship with non-human entities. Ultimately, the seminar argues for the transformative power of ecolinguistics to critique dominant discourses and promote more sustainable and beneficial narratives about the natural environment.

Il seminario potrà essere seguito anche a distanza accedendo al seguente link:
<https://meet.google.com/gii-vddd-urn>