
Foreword

Camille Biros and Severine Wozniak

Université Grenoble Alpes – ILCEA4,
CS 40 700, 38 058 GRENOBLE Cedex 9, France
Email: camille.biros@univ-grenoble-alpes.fr
Email: severine.wozniak@univ-grenoble-alpes.fr

Biographical notes: Camille Biros is an Associate Professor in English for Specific Purposes at the Health Faculties in Grenoble (Université Grenoble Alpes) where she teaches English for Medicine, Pharmacy and Biotechnology. Her research focuses on environmental discourse and communication. Using the tools of discourse analysis and corpus linguistics she characterises the terminology, discursive genres and communication strategies used to deal with environmental issues.

Severine Wozniak is an Associate Professor in English for Specific Purposes and has taught economic (EAP) and business (EOP) English for over 15 years at the Grenoble School of Economics (Université Grenoble Alpes). She received her PhD in English for Specific Purposes from the Université de Bordeaux. Her research interests focus on applied linguistics and include discourse analysis, language for specific purposes, qualitative research methodology (ethnography) in a specialised context and the description of specialised varieties of English. She has published several papers in English for Specific Purposes and ASp, the main French academic journal in the field of ESP.

This special issue of *Progress in Industrial Ecology, An International Journal* is devoted to the specific theme of specialised discourse and language on energy, ecology and the environment. The papers included in this issue were all first discussed at the “*Energy, Environment and Ecology and the Intersecting Contributions of Specialized Languages, Discourse, Culture and Disciplines*” *International Conference*, held in Grenoble, France, on 27th and 28th November, 2014.

The theoretical study of the environment as a scientific discipline is a relatively recent phenomenon and, as such, still subject to frequent fluctuations. Nevertheless, it is today commonly accepted as referring to the range of biological, chemical and social determinants that affect human beings. With the millennium, attention shifted to climate change as a source of major concern and media coverage has resulted in energy becoming the focus of debate dynamics in environmental and ecology studies. The seven papers comprising this special issue seek to address these phenomena from the intersecting perspectives of specialised terminology, discourse, culture and related cross-cultural communication issues.

In view of the disciplinary ‘colonisation’, discourse hybridisation, lexical mutations and neologisms that characterise the specialised language, discourse and culture of environmental sciences, La Corte (Université Paul Valéry-Montpellier 3) investigates the

meaning of the lexical item ‘clean energy’ by contrasting the ways in which it is used in president Obama’s speeches and in a corpus of French press cuttings about these speeches.

As the production and consumption of fossil fuel have become more and more controversial, the description of energy companies’ promotion strategies has led to the typification of gradually crystallising characteristics of previously embryonic discourse genres emerging to help these corporations cope with these novel communication contexts. While Sahakyan (Université Grenoble Alpes) provides a detailed examination of the environmental sustainability discourse endorsed by the world’s largest petroleum companies known as Big Oil or super majors to shape and popularise their corporate social responsibility policies, Domenec (Université Panthéon Assas Paris 2) identifies and describes new genres in communication strategies at the Web 2.0 era, notably *via* the study of oil multinationals’ advocacy webpages, blogs and online games.

Since pollution heeds no borders, it is at a global level that environmental, ecological and energy problems need to be redefined. Nevertheless, given that environmental discourse stems from concerns that are as fundamental as they are variable – the value of life – such discourse is inevitably subject to strong cross-cultural influences that open a rich line of inquiry into representations of environmental issues as generated by the media. Bory (Université Jean Moulin Lyon 3) and Oberlé (Université Paris 1 Panthéon Sorbonne) offer a cultural perspective on these cross-cultural influences by studying, on the one hand, the conflict between Wales and Britain arising from the building of a water reservoir in Tryweryn and a nuclear power station in Trawsfynydd and, on the other, the cross-border campaigns for the closure of two nuclear facilities in France and Germany (Fessenheim and Cattenom). In the same line of analysis, based on a corpus of papers published in various US publications referring to the immediate coverage of the Fukushima disaster, Peynaud (Université Grenoble Alpes) takes a practical look at two heterogeneous elements integrated into press discourse: terms and their explanations, and reported speech.

Finally, Schmutz (Université Savoie Mont Blanc) explores the meaning of the work and activities of three Los Angeles artists and activists, Lewis MacAdams, Lauren Bon and Jennifer Price, who question common conceptions of nature and wilderness.

We hope *PIE* readers will enjoy this special issue and would like to deeply thank the scholars who acted as referees.