

Environmental discourse



**ASSIGN
BUSTER**

Three Varieties of Environmental Discourse in the United States Ecological

Modernization (EM) EM is one of the theoretical frameworks that tend to cause the designation of environmental policies in the United States.

Environmentalists and economists have always been arguing whether or not there is a relationship between economic stability of the country and environment protection. Those who support the advancement in economy are against the initiatives the government has been taking to protect the ecosystem; while, the environmentalists argue that the society needs to be ecologically strong in order to have a sound social order and vice versa

(Berger et al., 2001, p. 56). Green Evangelicalism Prelli and Winters (2009, p. 224) state that there are different views presented by Christian evangelicals and environmentalists regarding environmental problems like human-induced global warming and climate change. When evangelicals presented the idea to make interventions to fight climate change, they were struck with surprise by environmentalists and common people because they were not expecting them to point out this issue. "...many people were struck by the apparent incongruity of American evangelicals addressing the climate change problem", state Prelli and Winters (2009, p. 225). Sustainable

Development The supporters of sustainable development argue that sustainable construction gives important consideration to the environmental impacts besides creating a structure or building that is user-friendly and comfortable. It ensures that damage risks to the building, residents and environment are eliminated. The main objective of sustainable construction is to build healthier buildings which tend to comfort society, improve biodiversity, reduce polluting emissions, and ensure less consumption of resources. The opponents of this discourse believe that sustainable

development has “ certain serious shortcomings that need to be addressed” (Haque, 2000, p. 3). An Environmental Issue- Use of Plastic Bags Plastic bags are made up of polyethylene which is a non-degradable material and just changes its shape when burnt but does not change its form. It is believed that a plastic bag takes thousands of years to decay entirely. So, it continues to be present in our surroundings as a permanent problem. The hitch actually arises when people do not dispose of the plastic bags properly. This is this unethical disposal that becomes the real trouble for the environment. “ 6. 9 billion bags” are used in the world every year, and almost “ 30 million” of them end up clustering at dumpsites per year (James & Grant, 2005, p. 1). The aesthetic view of the surroundings also gets spoiled. Burning them at dumpsites eliminates hazardous chemicals such as dioxins and furans, which get inhaled by people thus damaging their health. This environmental issue comes under the topic of ecological modernization discourse. The environmentalists and economists should take measures to make such an intervention that is not only economical but also tends to protect the ecosystem and the environment from health hazards. One such solution is the use of paper bags if the production steps are made cost-effective. Shapiro and Marona (2000, p. 405) state that since paper is made from trees which are a renewable resource, thus it is not harmful for the environment. According to them, “ paper also degrades easily, and thus reduces waste in the landfills...even in the production process, paper is cleaner” since it does not eliminate toxins and fuels. Paper bags can also be recycled. References Berger, G., Flynn, A., Hines, F., & Johns, R. (2001). Ecological modernization as a basis for environmental policy: current environmental discourse and policy and the implications on environmental supply chain management.

Innovation, 14(1), pp. 55-72. Haque, M. S. (2000). Environmental discourse and sustainable development: linkages and limitations. *Ethics and the Environment*, 5(1), pp. 3-21. James, K., & Grant, T. (2005). LCA of Degradable Plastic Bags. Retrieved July 15, 2011, from <http://www.plasticsinfo.co.za/downloads/Degradable%20bags%20LCA.pdf> Prelli, L. J., & Winters, T. S. (2009). Rhetorical features of green evangelicalism. *Environmental Communication: A Journal of Nature and Culture*, 3(2), pp. 224-243. Shapiro, M., & Marona, S. (2000). ACT Testbuster -- REA's Testbuster for the ACT. USA, Research & Education Assoc.