Term Project Report #2

**Issue Analysis**

**Analysis of Terministic Screens**

Kenneth Burke (1966) describes terministic screens as the means whereby discourse orients us to see certain things or aspects of the world and not others. He further quotes “If

any given terminology is a *reflection* of reality, by its very nature as a terminology it must be a selection of reality; and to this extent it must function also as a *deflection* of reality” (p. 45, emphasis in original).

**Analysis of Identification and Division**

Hauser (2002) explains identification as,“*identification with*, whereby we find that our ways are the same” (213). Hauser provides a contrasting example of how he doesn’t want identification to be perceived. He talks about how he is not referring to his identification of the picture before him as his son or the sounds outside his windows as birds chirping.

According to Hauser (2002), consubstantiality means there is an essential nature that is shared in common. He uses an example that says, “We are likely to identify with whatever embodies positive attitudes toward the means that will further our ends. We are likely to define value in terms of personal gain” (217).

**Still need definition of division**

**Analysis of Dominant and Critical Discourses**

Dominant discourse is when discourse gains a broad or taken-for-granted status in culture, or when its meanings help legitimize certain practices (Cox & Pezzullo, 2018, 61). An example of taken-for-granted status would be “drinking water is good for your health”. On the other side, buying bottled water because it is the cleanest, most convenient choice would be an example of legitimizing certain practices.

Cox and Pezzullo (2018) define critical discourses as the alternative ways of speaking, writing, or portraying the environment through art, music, and photos (61). An example of critical discourse is displayed through the Slow Food movement, which promotes local food cultures and “good clean, fair food”.

References

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