



Editorial

The Editors

Dear readers,

This volume of *ECO-REBEL* is the second supplement dedicated to discourses on coronavirus, this time in English – the previous one (v. 6, n. 3, 2020) is entirely in Portuguese. The essay that opens the present number is Peter Finke’s “Go for the Gaiacene! Knowledge, culture and corona”. It serves as a kind of introduction to the volume. In the Appendix to the article, Finke states that he founded the School of Ecosystemic Linguistics at the University of Bielefeld, Germany. As is well known, Peter Finke’s ideas are one of the main sources of influences of Ecosystemic Linguistics. He wrote the article as a kind of preparation for his upcoming book *The Corona Crisis*, which he started writing in March 2020. He talks about the anthropocene's mistakes, similar to the damages caused by covid-19. According him, in addition to not being a source of certainty, science does not exist only in rich Western cultures. Diversity requires one to see contributions to it even from traditional ethnic groups. In this sense, Finke proposes the replacement of the Anthropocene by the Gaiacene.

The next article is “Newspeak as Coronaspeak 2020”, by Alwin Fill. He shows that the advent of coronavirus provoked a situation similar to that of the 2nd World War, although now people are afraid not of being bombed but of being affected by the virus. The presence of the virus was the cause of the emergence of several new words and “the use of phrases which described the danger and the measures taken against it”. An Austrian “journalist called the language used by the government *Newspeak* – echoing George Orwell’s novel *1984*”. In his article, Fill discusses some word-creations” “as well as the various ways in which an unexpected situation (in the whole world) has an effect on the use of language”.

Richard Alexander’s “An ecolinguistic perspective on the discourse of the corona virus” looks at corona virus discourses as part of the interface between humans, other living beings and the natural world. Humans have no autonomy, no integrity as a species separate from the other species. Taking an ecolinguistic approach the paper analyzes how the corona virus pandemic has changed our lives and how politicians, governments and the media are talking and discoursing about it around the globe. The pronouncements of politicians and governments changed very quickly to accommodate to the new state of affairs. Medical talk of illness and death entered the public domain, frequently using

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dramatic metaphors, as war metaphors. Discourses were packed with medical and epidemiological terms and phrases which filled the media and TV. Such a crisis is a favourable time for ‘good’ journalism, especially investigative work.

The article by Diego Forte “Pandemics and nonhuman animals in the Argentine press: extended carnism and industrial fatalism” uses Arran Stibee’s theory in discussing the construction of the carnist identity of Argentina in general by seeing nonhuman animals as simple resources for humans.

The article “Pandemic possibilities for Applied Linguists’ actions” by George M. Jacobs and Chau Meng Huat challenges applied linguists and other academics to get out of the box and help society confront COVID-19, other pandemics and other crises caused by humans. Nine examples of what to do are discussed.

Next comes Ubirajara Moreira Fernandes’ article “‘But he is not corrupt’: Not being corrupt justifies any delinquency and crime”. The author discusses the catchphrase “But he is not corrupt” used by President Bolsonaro and followers whenever somebody reminds them of Bolsonaro’s inappropriate behavior. However, at the end of the article the author drops a hint that this is not the case because Bolsonaro connives in his son Flávio Bolsonaro’s alleged acts of corruption.

Rajendra Kumar Dash’s article “Swachh Bharat Abhiyan and the Canadian environment week: Case studies in sustainable development campaigns” is the only one that does not deal directly with corona virus discourse. The author argues about the integration of the new media in environmental campaigns. The article studies two strategic sustainable development campaigns: India’s Swachh Bharat Abhiyan and the Canadian Environment Week. In both the new media has created public awareness about sustainability to motivate people to be participants as well as to change agents of sustainable development in the collective interest of personal, national, and global sustainability. Serious Indian problems such as men urinating and sometimes defecating openly are tackled by the construction of latrines and two-pit compost toilet, for instance. In Canada the Clean Air Day, on Wednesday in the Environment Week, is celebrated every year in the first week of June. In general the program recommends simple measures to avoid pollution and degradation of the environment as, for example, alternatives to motorized transportation. Finally there is a minireview of the first book in the Bloomsbury Advances in Ecolinguistics Series (Bloomsbury publisher). The book is *TESOL and Sustainability: English Language Teaching in the Anthropocene Era* (2020), edited by Jay Goulah and John Katunich. It is a short presentation but it includes the Table of Contents so that the reader can have a general idea of the book’s content.