

GrACE

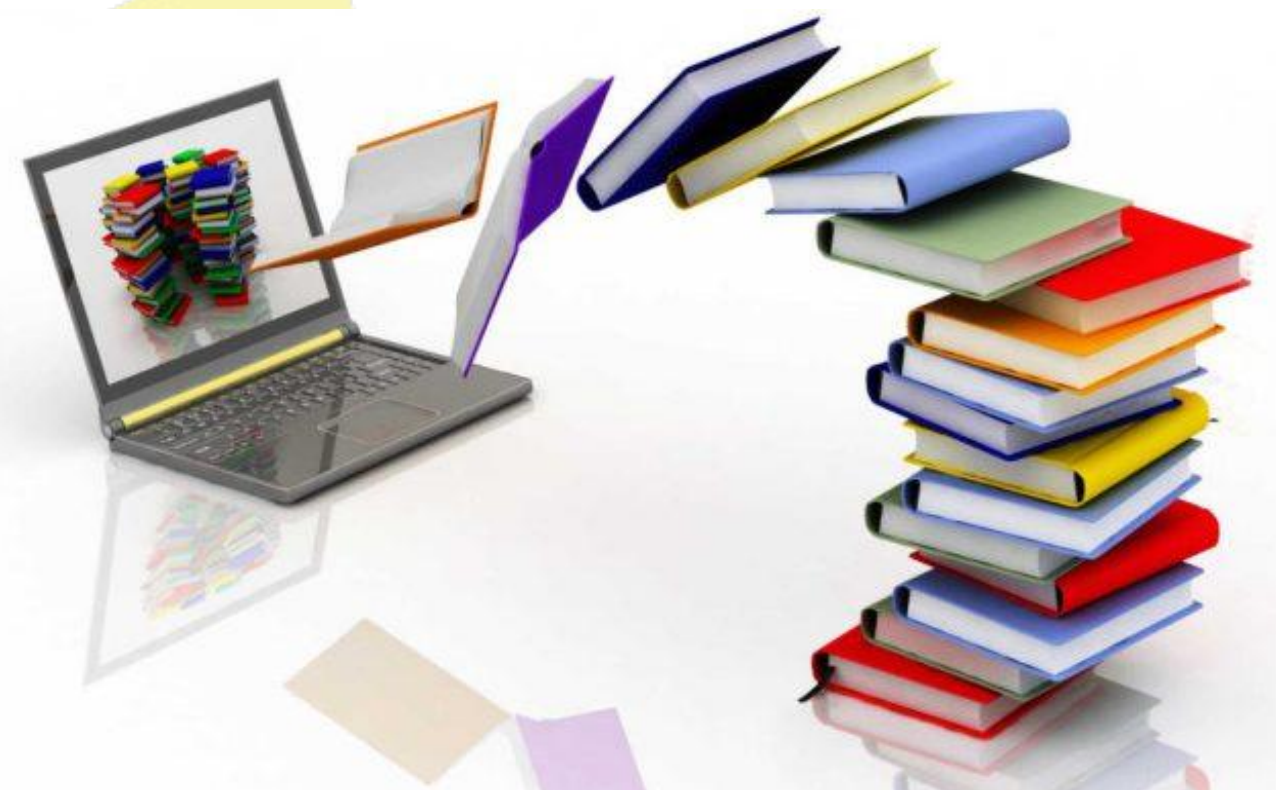
Green Europe:
Active Citizenship
and the Environment



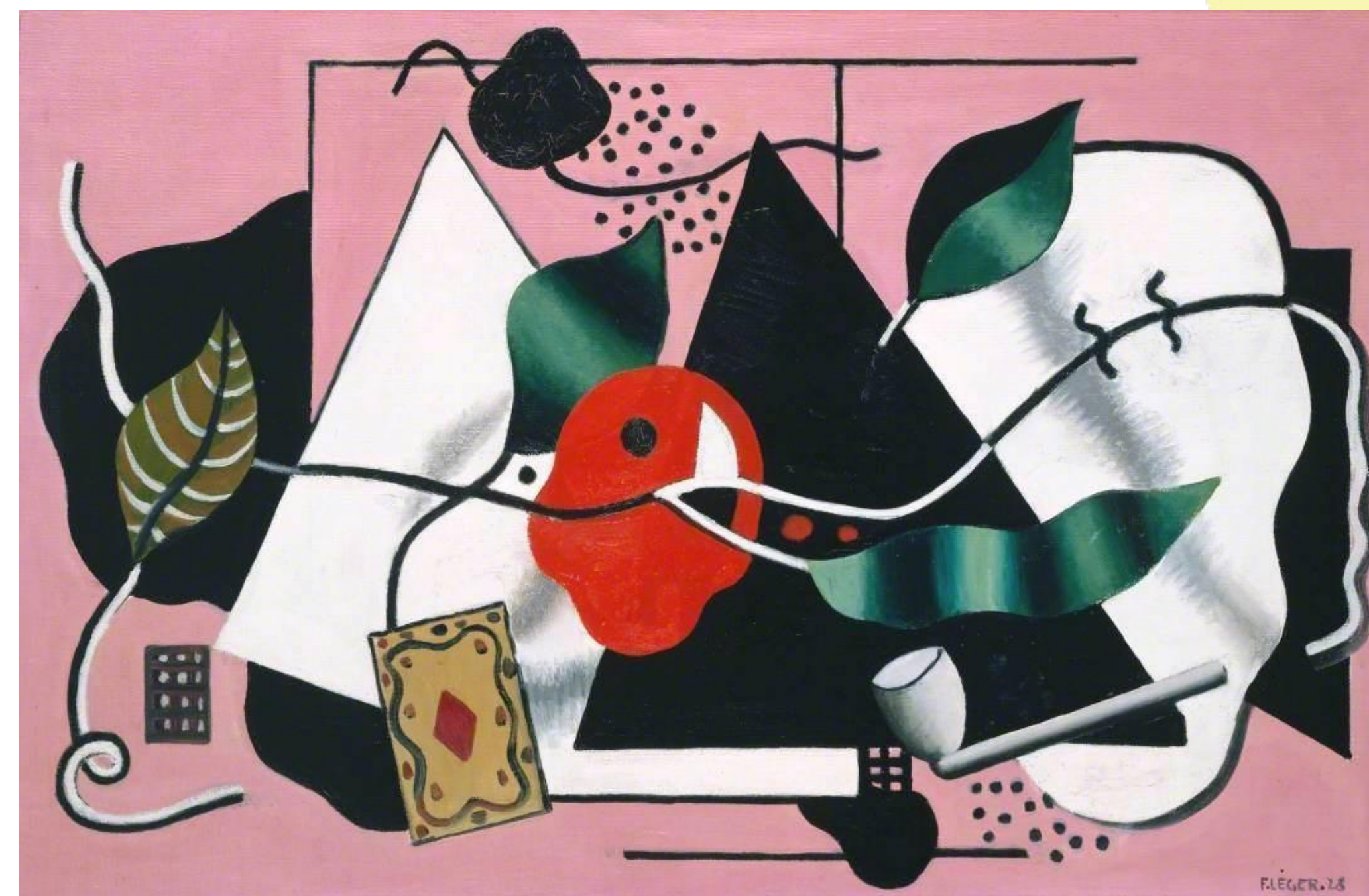
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Critical Literacy: Challenging Ideology in Texts

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Fernand Leger

What does “critical” mean to you?

Ideology

Legitimation

Positioned

Absent

Play Connections

Pairwork: similarities/differences



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Pairwork: similarities/differences



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Pairwork: similarities/differences



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Pairwork: similarities/differences



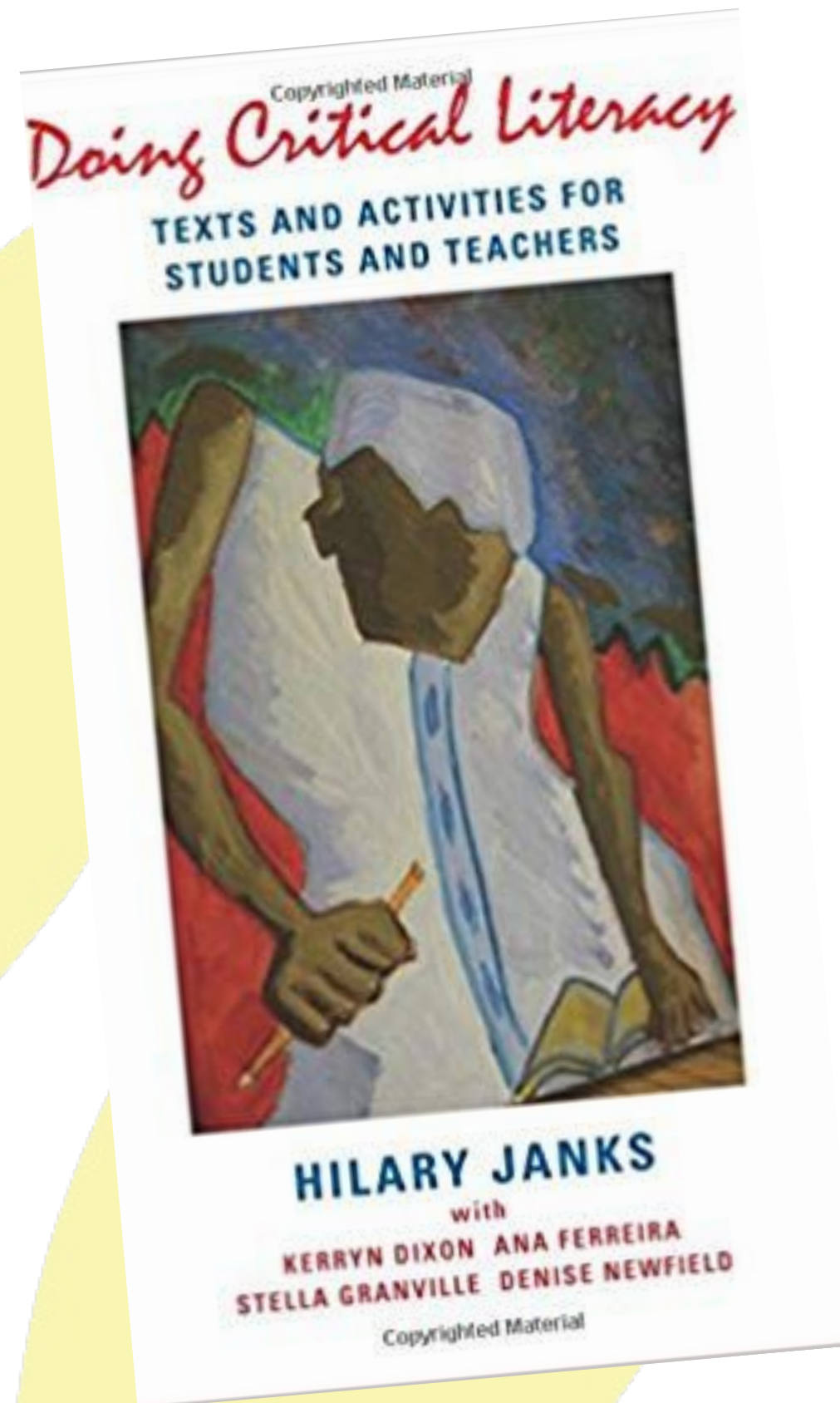
Pairwork: similarities/differences

Talk to your partner: can you find 3 similarities and 3 differences?

Pairwork: similarities/differences



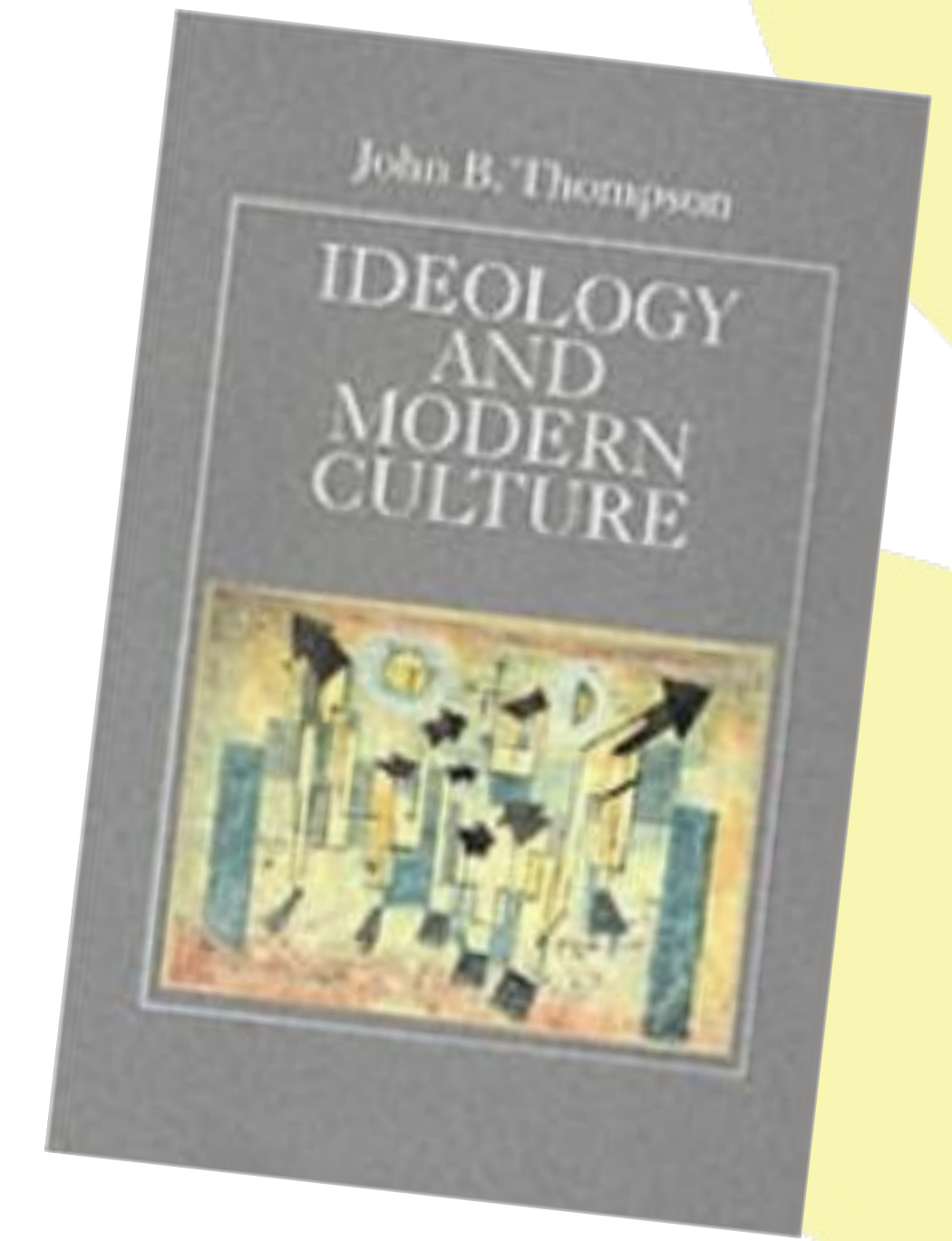
Critical literacy considers ideological discourse as “*the ways in which meaning serves to establish and sustain relations of domination*” (Thompson, 1990, p.56).



ideology

discourse
discourse
discourse
discourse
discourse
discourse
discourse
discourse

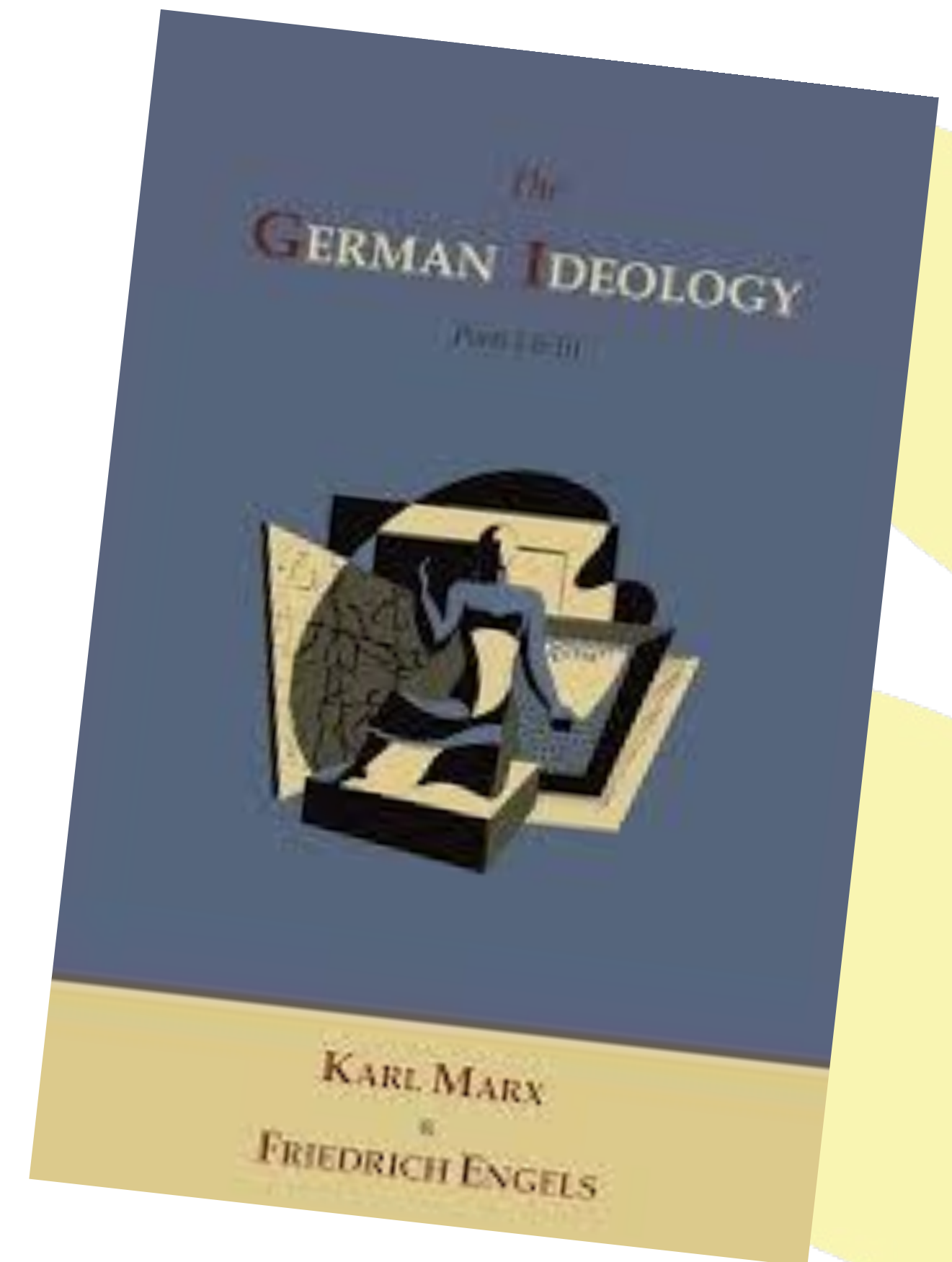
text
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text



The ruling ideas in society are the ideas of the ruling class.

The ideas of the ruling class are in every epoch the ruling ideas, i.e. the class which is the ruling material force of society, is at the same time its ruling intellectual force.

The class which has the means of material production at its disposal, has control at the same time over the means of mental production, so that thereby, generally speaking, the ideas of those who lack the means of mental production are subject to it.



BRITISH
COUNCIL



LearnEnglish Kids

Do your best

Turn off your computer,
And turn off your TV.
Go outside today,
Pick up all the litter that you see.

Don't use too much plastic,
Cos it can end up in the sea.
Buy a reusable bottle,
And make sure all your friends see.

Song



That you're doing your very best,
To save the planet that you love.

Imperative
s

Suggestion of personal weakness

Modality = allows for doubt

Thinking/Doing

Feeling

Unify



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Don't eat too much meat,
Try something else instead.
Do not leave the tap running,
As you brush your teeth for bed.

Recycle everything you can,
At your home and at your school.
Recycling's not just an obligation,
Recycling's really cool. **Unify**

You're doing your very best,
To save the planet that you love.

Do, do, do, do, do your very best.

Suggestion of personal weakness

Being/Feelin
g

Thingify

Thinking/Doin
g

Imperative
s

Who is the ideal
reader?

You are positioned as a learner

small PARTS, BIG IMPACTS

AS YOU READ ABOUT CLIMATE DATA, ONE MEASUREMENT YOU'LL SEE A LOT IS CALLED "PARTS PER MILLION" OR "PPM." IT'S HOW SCIENTISTS MEASURE THE CONCENTRATION OF A SUBSTANCE INSIDE

Claim to legitimacy

Sub-text = you may be small, but you can make a difference




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Imperative

IN JUNE 2023, THE CONCENTRATION OF CARBON DIOXIDE (CO₂) IN EARTH'S ATMOSPHERE REACHED **424 PARTS PER MILLION (PPM)**.

THAT MEANS, FOR EVERY MILLION MOLECULES IN OUR ATMOSPHERE, **424** OF THEM ARE CO₂. THAT'S **0.0424%**.


THAT MIGHT NOT SEEM LIKE MUCH.



Apparently neutral word

Modal verb

BUT CONSIDER:

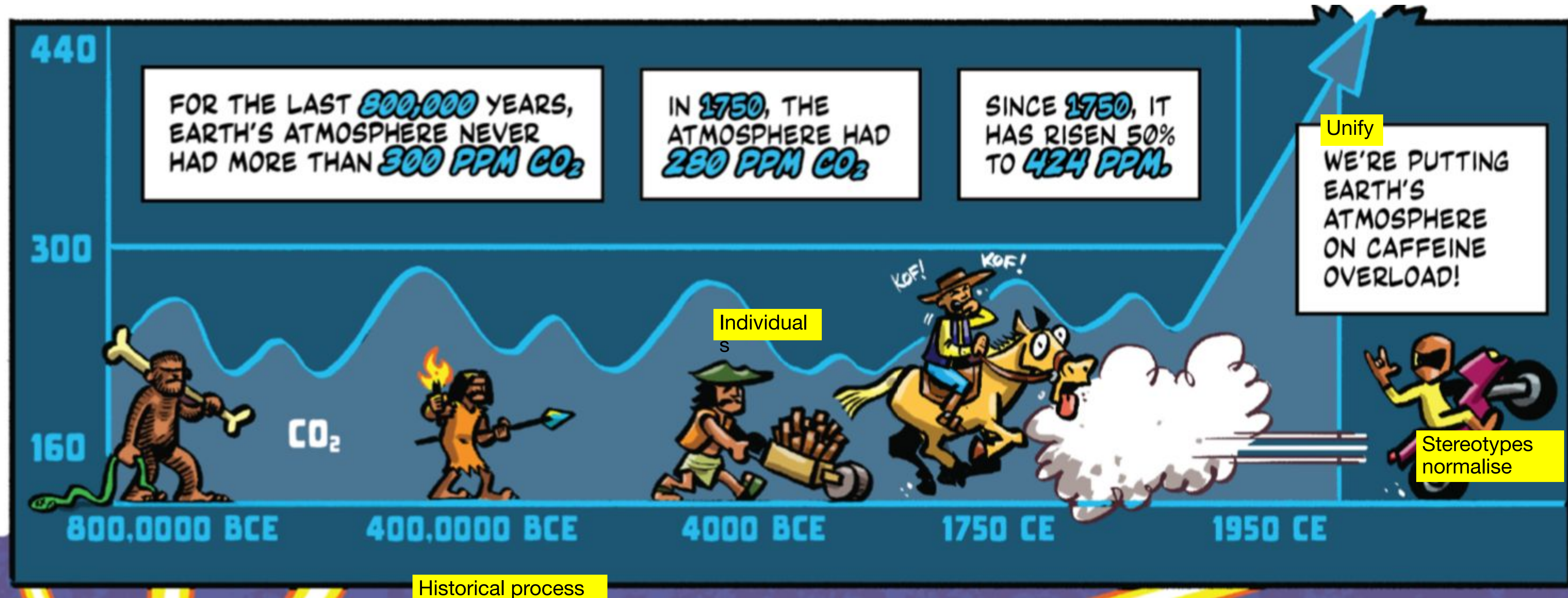


THE AVERAGE COLA DRINK HAS UP TO **200PPM** OF CAFFEINE.

WHILE ENERGY DRINKS HAVE **400PPM**.

THINK ABOUT HOW YOU FEEL AFTER DRINKING EACH.

Feeling



Present tense statements = authority

THAT'S BECAUSE GREENHOUSE GASES, LIKE CO₂, TRAP HEAT FROM THE SUN. THIS IS CALLED THE "GREENHOUSE EFFECT" -A NATURAL PROCESS THAT KEEPS EARTH LIVABLE.

Naturalisation

CO₂ HELPS KEEP US WARM, AND CAFFEINE CAN HELP YOU WAKE UP, BUT YOU CAN HAVE TOO MUCH OF A GOOD THING.

Modality = allows for doubt

AN INCREASE FROM **280 TO 424 PPM** MIGHT SEEM A SMALL AMOUNT TO ADD TO OUR HUGE ATMOSPHERE, BUT LIKE CAFFEINE, SMALL AMOUNTS OF CO₂ PRODUCE POWERFUL IMPACTS.





Author's views	Alternate views
Who or what is the focus of the text?	What other focuses might be possible?
What point of view or perspective is presented?	What other points of view or perspectives are missing or discounted?
What does the author want the reader/viewer to believe or think?	What other beliefs or thoughts are possible?
What actions might be taken based on the author's views?	What actions might be taken based on alternate views?

Now you try. Use the Critical Literacy analysis sheet to help you look at the text.

Can you rewrite some of the text to **re-present** the idea of taking action on climate change?

The process of talking about it is more important than the result.



Dilemmas

Comino Environment Project: Sustainable living

My husband wants a gas patio heater for a present but I don't want to buy one because I think they produce unnecessary carbon dioxide.

I love to get fashion shoes for Christmas and my birthday but I have read that making leather produces a lot of carbon dioxide.

My granddad gives us lots of vegetables which he grows to save on food miles but I'm fed up with eating sprouts and carrots!

Here are some situations for you to think about and discuss. Why is each one a dilemma?

- Talk about each dilemma with a partner and then with the rest of your team.
- Come up with as many ideas as you can to make the dilemma smaller or perhaps solve the problem completely.



We like to treat ourselves to weekend breaks in European cities but we are getting concerned about the number of flights we take."

I want to learn the flamenco guitar but the nearest teacher is 50 miles away. If I have a lesson every week I would drive an extra 5,000 miles each year. That could produce a lot of carbon dioxide!"

My son and daughter live in Australia. They've said they want to pay for me to fly out and visit them for 2 weeks. I want the trip to be as eco-friendly as possible.

Rosa

Archie and Chyla

Will

Lena

Rhian

Graham



Help build a trade union year of climate action



Trade unions have always fought both for workers' rights and for the changes needed to make society better. Now is our time to step up again - this time to protect the very conditions of life, and safety for our communities and the generations to come.

In 2024, the TUC [voted](#) to back a Year of Trade Union Climate Action, engaging with community and climate justice groups, reiterated in [Motion 75](#) passed this year. Several national trade unions are supporting this initiative – but a really powerful year of action can only be built from the grassroots up.

Throughout the coming year, we'll focus on tackling the climate crisis and how this helps us all. From calling out the unjust financial system, ultra-wealthy and polluters to Make Them Pay, fuel poverty campaigning, linking climate justice to refugee and migrant rights, supporting local campaigns on public transport... through to next summer and taking action with the [Heat Strike](#) campaign on heat and working conditions and the wider health impacts of heatwaves.



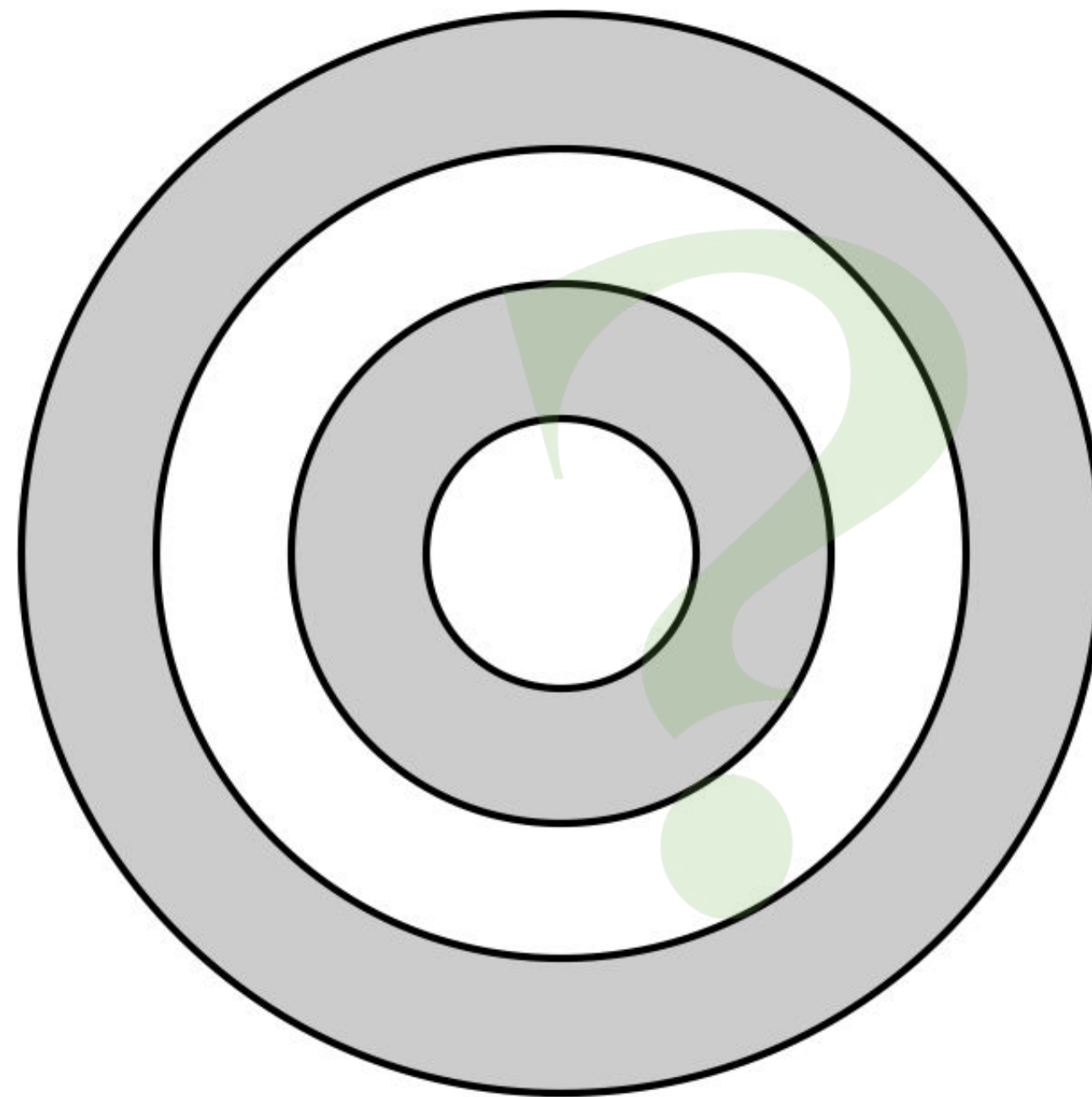
Greetings Earthling.

I am from another planet.

I have transformed myself into
this page

and I am presently making
love to your fingers.

I know you are enjoying it
as I can see you smiling



Letters

Morpheme

Words

Phrases

Clauses

Sentence

Paragrap

Discours

Ideology



..the wider social context... how dominant ideas in society influence our thinking.



People are naturally competitive – it's common sense!





References

- Janks, H., Dixon, K., Ferreira, A., Granville, S. and Newfield, D. (2014). *Doing Critical Literacy: Texts and activities for students and teachers*. New York: Routledge.
- Kucer, S. & Silva, C. (2012). *Teaching the dimensions of literacy*. New York: Routledge.
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