Discourses
Discourse is the way people talk about something.

“Discourses are standardized ways that particular groups in society use language, images and other forms of representation” (Stibbe, 2009, p. 22).
Examples

Politics
Professions
Workplaces
Social groups
Cultures
Discourses consist of “short cuts” to communicate “stories-we-live-by” (“stories in the minds of numerous people in a culture which influence how they think, talk and act”*):

Metaphors (synecdoche and metonymy)
Tropes
Allegory

Metaphor: “Understanding and explaining one kind of thing in terms of another”

Lakoff and Johnson, *Metaphors We Live By"

“Corporation is a person”
Environmental Discourses
“Survivalism/Limits”
“Eco-Apocalypse”
“Pollution”
“Clean energy/sustainability”
“Promethean”
“Cornucopia”
“Wild”/“Wilderness”
“Pastoral”
“Eco-Utopia”
“Progress/Modernization”
“Anti-Progress”

Counter rhetoric
Food (local/organic)
“People Power”