

Contents

Acknowledgment — IX

1 Introduction — 1

2 (Re)visiting signification processes: A critical assessment towards an agenda for future research — 9

- 2.1 Introduction — 9
- 2.2 How signification emerges: Barthes as a starting point — 10
- 2.3 Feminist theorizing on signification — 11
- 2.4 (Re)visiting signification processes — 14
- 2.5 The agency of matter — 15
- 2.6 Repetition, time and change — 16
- 2.7 Conclusion — 18

3 Establishing truths: Communicating through repetitions — 20

- 3.1 Introduction — 20
- 3.2 Representations and repetitions — 21
- 3.3 Repetitions as a form of constructive resistance — 25
- 3.4 Repetition and change — 26
 - 3.4.1 Preserving by change — 26
 - 3.4.2 Simplifications and repetition — 28
 - 3.4.3 Reversed linkages — 29
- 3.5 Conclusion — 31

4 Eco-friendly temporal scripts — 33

- 4.1 Introduction — 33
- 4.2 Now, then and the future — 33
- 4.3 Imaginary visions for the future and temporal scripts — 35
 - 4.3.1 Time-collapses and emotional economies — 35
 - 4.3.2 Narratives' causality — 37
 - 4.3.3 Moving with or against time — 40
- 4.4 Conclusion — 41

5 Communication in the Anthropocene: The rhetoric and representation of Greta Thunberg, case study 1 — 43

- 5.1 Greta Thunberg and depoliticizing communication strategies — 44
- 5.2 The angry Roman: Logos — 46

- 5.3 Greta Thunberg as representation: Ethos and function — **48**
- 5.4 The homosocial huddle: Pathos and why Greta Thunberg is just not a technocrat — **49**
- 5.5 Conclusion — **50**

6 The wilderness narrative: The doing, being and installing of wilderness in Sweden and France, case study 2 — 52

- 6.1 Introduction — **52**
- 6.2 Deconstructing wilderness — **53**
- 6.3 Intimacy and a human–nature collapse — **55**
- 6.4 Human-created wilderness — **59**
- 6.5 Conclusion — **61**

7 Reality effects as communication: Japanese civil-society strategies of representation against pesticides and poverty, case study 3 — 63

- 7.1 Introduction — **63**
- 7.2 Representations and reality effects — **64**
- 7.3 Strategies of representation — **65**
 - 7.3.1 Narratives as a strategy of representation — **65**
 - 7.3.2 The reality without a code — **68**
 - 7.3.3 Different representations assembled in workshops — **71**
- 7.4 Conclusion — **73**

8 Conclusion — 75

- 8.1 Introduction — **75**
- 8.2 Some theoretical reflections — **79**

9 References — 82

Index — 92