

Running Head: ENVIRONMENT

An Effective Way to Defend the Environment

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As well, Mander uses repetition to get his readers on the same page with him and to get *instill certain emotions in his readers while* emphasizing the point of his article *his ideas to stick with them.* The word "intrinsic" is repeated three times throughout the article and with every use *there is* a negative connotation. Merriam-Webster's Dictionary defines *intrinsic* as "belonging to the essential nature or constitution of a thing" (p. 657). *However,* when used in the article, it seems to mean *unchangeable*, a sort of "this-is-how-it-is" thing. *One starts* to feel that anything that is intrinsic is bad. Environmental and social problems that come from globalization are "intrinsic to the form" (p. 85). *Problems such as* viruses and bacteria that are

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transported because of increased global trade are "intrinsic to the model" (p. 88). Environmental problems are "intrinsic to [the] shift in industrial agriculture" (p. 89). All of these intrinsic things cause problems it seems. Mander knows that when there is a problem, most people, especially those from the IFG, do not like to think that there is nothing they can do to change it. They like to have a say in issues. Mander plants the idea that the problems with globalization cannot be changed in and of themselves. All of these problems are part-and-parcel with globalization. Instead, people must make a shift away from globalization in order to make the problems go away.

Mander's language at times is very strong showing that he knows what he thinks. He flat out calls the claims of those who have an opposing view to his own "preposterous" (p. 85). One wonders what it is exactly that could be so preposterous about the opposing view. What is it that makes Mander have such a firm stance on this issue? Other writers may believe that the use of such a bias word cripples one's argument. Mander, however, uses this bias word to his advantage. He has the reader trying to analyze why it is he thinks as he does; they are interested in what he has to say. The reader is hooked and then Mander is able to slowly reel them in through the rest of his argument. When he repeats the word "preposterous" (p. 89) at the end of his article Mander has his reader firmly caught and they are now able to agree with his use of the word.

Rhetorical questions are used to get the reader thinking about the issues and topics discussed. Mander asks, "does anyone really believe this has something to do with feeding the hungry?" (p. 90) when talking about a "terminator" seed that farmers must buy annually. He is almost sarcastic in this question. Questions such as this emphasize the point that Mander is making and the way it is phrased causes the reader to sit up and take notice. One then realizes for

one's self how silly and counterproductive it is to create seeds that will not reproduce and thus force farmers to buy more seeds the next year. In ending his article, Mander asks "who gets the scarce water—Bill Gates or the peasants in Bolivia" (p. 90). Placing this at the very end of the article is a smart tactical move for Mander. This is the last thing that one reads and it sticks in one's mind. The question culminates the whole idea of the article and leaves one to think about and query the whole issue. Mander knows that rhetorical questions such as these incite more questions in his readers' mind deeper questions. Most importantly, Mander's questions allow the reader to form his or her own opinion while nudging them towards his own views.

Mander also uses imagery to make a point. In one case he describes what would happen if people just accepted the seemingly unstoppable process of globalization. "Our only option would be to lie there, watch TV, and submit" (p. 85) he says. Though this may be an over-exaggeration it is effective in getting the reader to understand what he means. One can picture a person sitting on a couch in a stupor because they have simply accepted the inevitable globalization. It is an image that sticks and it makes a clear point: if you don't want to be a mindless drone, don't accept this idea. Another example of Mander's use of imagery is when he talks about the "mutual ratcheting downward of environmental, labor, and health standards." One can picture a person taking a ratchet to these standards and little by little chipping them down. Again, the image sticks in one's mind. Images such as this and the one mentioned previously help the reader to visualize what is being talked about. They are able to take part in what they are reading and therefore care about it more.

A final example of imagery used is in Mander's writing is the description of the fate of farmers when industrial agriculture systems taking over their jobs. "Eventually, the farmers and their families are forced to flee to crowded urban slums where they compete for rare, poorly paid

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urban jobs. Families that once fed themselves become society's burden, while huge agribusinesses profit" (p. 89). This use of imagery is highly effective. The picture is poignant and is meant to touch the reader, to get them to feel sympathy. One not only understands the result of industrial agriculture but one sees and feels the results as well. Mander understands the power of imagery in swaying a reader and he carefully chooses concepts that are especially important when he uses that power. *when he employs imagery in his article.*

Mander uses expert opinions/sources to back up his argument. Throughout the article are quotes, examples, and statistics from outside sources. An example from a Minneapolis economist is used. One finds a quote from an unnamed physicist as well statistics from both the Food and Agriculture Organization (FOA) of the UN and the UN itself. Things such as this give backing to what Mander is talking about. They give it credibility, which in turn makes it believable. Something is much more convincing when there are multiple sources all testifying to the truthfulness of that thing. This being true, because Mander knows his reader, he makes sure to use expert sources to back up his argument. One is more likely to trust the opinion of an expert. *that reinforce his argument*
gives
These sources offer the problem
An issue
validity of the topic
caps/s
which helps the readers further trust what he is saying.

Mander's case is convincing. He uses various tools to back up his argument and cause his readers to think about the issue. Through the use of intellectual diction, rhetorical questions, imagery, and expert opinions/sources he creates a solid case for why globalization is harmful to the environment. After reading "The Environment and Globalization", one cannot but help but feel ready to "jump on the bandwagon" in the fight for the safety of the environment. *gives tactics to emphasize*
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help Mander
for

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Is this a quote?

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