



FAO AGRIS - International System for Agricultural Science and Technology

Acceptable use policy

Search



[Advanced Search](#)

For People, Planet, or Profit? An ecolinguistic analysis of sustainability 'stories' in the Norwegian salmon farming industry

2024

Lenth, Elida Wiik

Farmed salmon is at present Norway's second largest export and has been described as 'the new oil'. Thus, the industry currently finds itself deep in growth-oriented discourses, with the government expressing policy wishes of a five-fold increase in production by 2050. At the same time, awareness of multiple environmental and social controversies exacerbated by industry growth, such as animal welfare issues and exploitative North-South relations is amplifying, and contributing to the 'contested' narrative space in public and academic discourse. The thesis analyses elements of this narrative space where sustainability concepts are created in a context permeated by the growth paradigm, asking what sort of worldviews and ontologies are expressed in the sustainability discourses. Specifically, the thesis explores discursive constructions of sustainability concepts found in the sustainability reports published by five prominent salmon farming companies in Norway in 2022. Applying an ecolinguistic analysis framework to the methodology of critical discourse analysis (CDA), the thesis examines the construction of various 'stories' (cognitive structures in individuals' minds influencing thought, language and action) that underpin, guide and sustain current sustainability practices in the industry. In line with principles of ecolinguistics and CDA, the thesis establishes a normative framework based on theories from deep ecology, as well as critiques of green growth and technology optimism, and considers how 'stories' identified in the sustainability reports produce and reproduce social and ecological realities. Through close textual analysis, using the ecolinguistic inquiry tools of framing, metaphor, evaluation, conviction, erasure, and salience, the constructed realities are examined in light of the normative framework, i.e., ideologies and worldviews are assessed as they are realised in discourse. The thesis thus combines detailed linguistic analysis with discussions of wider, hegemonic ontologies structuring language to discuss what forms of human-nature relationships are naturalised in the discourses of the salmon farming industry in Norway

[Less \[-\]](#)

AGROVOC Keywords

[aquaculture](#) [growth](#) [sustainability](#) [sustainable development](#)

Bibliographic information

Other Subjects	Deep ecology; Ecolinguistics; Critical discourse analysis; Language; Human-nature relations; Salmon farming
Language	English
Type	Master Thesis; Thesis; Master Thesis; Thesis

In AGRIS since: 2024-11-28

Modification date: 2025-10-26

Format: Dublin Core

Data Provider

This bibliographic record has been provided by [University of Oslo](#)

[Discover this data provider's collection in AGRIS](#)

Links

<http://hdl.handle.net/108...>

[G Lookup at Google Scholar](#)

If you notice any incorrect information relating to this record, please contact us at agris@fao.org



FOLLOW US ON



[FAO Organizational Chart](#)

[Worldwide Offices](#) ▾

© FAO 2025

[Jobs](#) | [Contact us](#) | [Terms and Conditions](#) | [Data protection and privacy](#) | [Scam Alert](#) | [Report Misconduct](#) | [Transparency and accountability](#)