

CONTENTS

Preface	vii
Introduction	1
PART I: A SOCIAL THEORY OF NATURE	7
1 The Theoretical Construction of Nature: A Critique of Naturalistic Theories of Evolution	7
Nature and society	7
The critique of sociological naturalism	10
The cognitive construction of nature	21
The normative construction of nature	24
The symbolic construction of nature	28
2 The Evolution of the Societal Relationship to Nature as a Learning Process? An Ecological Critique of Practical Reason	33
An evolution of reason	33
Practical rationality and nature	36
The evolution of the relationship of nature and culture	47
PART II: FROM NATURE TO CULTURE	58
3 Culinary Morality: a Comparative Analysis of Food Taboos	58
Theoretical approaches to the explanation of food taboos	60
Comparative analyses	67
Culinary culture and morality	89
A theory of moral evolution	99
4 Carnivorous and Vegetarian Culture: Two Models of the Symbolic Organization of Society	107
The communicative structure of symbolic practice	107
The end of cannibalism	111
Human sacrifice and cultural order	117
The end of human sacrifice	123
Human sacrifice in modern society	126
Two evolutionary options	132
The sacrifice as social contract	137

5	The Modern Discourse on What to Eat: a Sociology of the Natural Foods Movement	140
	Two modern cultures	140
	The ambivalence of the modern relationship to nature	143
	Eating as culture in action	149
	The natural foods movement	154
	A new state of nature?	160
	PART III: THE MODERN POLITICS OF NATURE	162
6	Framing and Communicating Nature: the Political Transformation of Modern Environmentalism	162
	The evolution of the spirit of environmentalism	162
	A methodology for public discourse analysis	166
	Framing devices in modern environmentalism	171
	The symbolic packages of modern environmentalism	176
	From environmentalism to ecological discourse	180
	Towards post-environmentalism?	190
7	The Politics of Nature: a New Politics?	192
	Post-environmentalism and the emergence of a post-corporatist order	192
	Theoretical premises	194
	A theory of the post-corporatist order	199
	Towards post-environmentalism	202
	The new politics of nature in the post-corporatist order	211
	References	213
	Index	232