

IWCN 2012

The 3rd ISESCO International Workshop
and Conference on Nanotechnology

“ Nanomaterials for *green* Technology ”



5th - 7th December 2012

Universiti Kebangsaan Malaysia

Bangi, Selangor, MALAYSIA

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Nanomaterials for Green Technology Introducing Discourse Analysis to Nanotechnology

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Abstract

Nanoscience and nanotechnology as well as green technology are fields with high potential for the development of completely new ways of doing engineering, with major societal implications. This work applies the discourse method, a method that has long been known in the social sciences, to nanoscience and nanotechnology as well as green technology, and potential combinations. The analysis is based on respective articles that appeared in the online version of one of the major daily newspapers in the world, the Austrian Kronen Zeitung. Articles are grouped into the categories Science & Technology, Biology and Health, and attributed as being positive, neutral or negative towards the topic. The 53 articles that appeared since 2004 are mainly positive or neutral in the Science & Technology categories, and negative concerning Health.

Keywords: *Daily newspaper, discourse analysis, green technology, Kronen Zeitung, nanoscience*

P-TG-06

Nanomaterials for Green Technology *Introducing discourse analysis to nanotechnology*

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