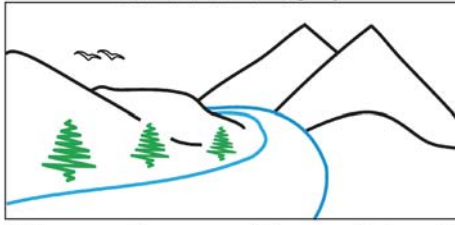


NRESi



"Our environment is our future"

For **El**luminat**e** information and link to the webcast: [http://www.unbc.ca/nres/nresi\\_webcast.html](http://www.unbc.ca/nres/nresi_webcast.html)

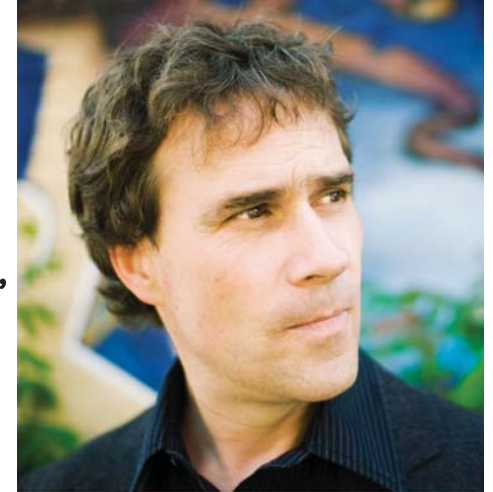
## RESEARCH COLLOQUIUM SERIES



Original oil painting  
by Scott Dickson

### Dr. Kevin Hutchings

Canada Research Chair in Literature,  
Culture and Environmental Studies  
Department of English, UNBC



**Friday**  
**Feb. 10, 2012**

**3:30 - 4:30**

**LECTURE THEATRE**

**7 - 152**

## **DON'T CALL ME A TREE HUGGER: THE SOCIAL SEMANTICS OF A STEREOTYPE**

In this presentation I will discuss some of the central connotations of the term "tree hugger" as it has been used in academia, literature, and popular culture. Following an anecdotal introduction and a brief examination of the history of the term as it originated in India's Chipko movement, I will consider the representation of "tree huggers" in selected literary works, television shows and advertisements, bumper stickers and other cultural texts, paying particular attention to the way the term "tree hugger" encodes accusations of misanthropy, romantic anti-rationalism, and sexual deviance.