

REPRESENTING BALI'S WASTE CRISIS ON THE BRITISH BROADCASTING CORPORATION PODCAST: A SPEAKING MODEL AND TEXTUAL ANALYSIS

¹Ni Luh Sherin Prihantana*, ²Ni Made Diana Erfiani,

³Yohanes Octovianus Lesu Awololon, ⁴Putu Chrisma Dewi

^{1,2,3,4}English Literature Study Program, Faculty of Education and Humanities, Universitas Dhyana Pura

***Corresponding Author**

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Abstract

Language is considered a vital instrument in shaping global public perception regarding environmental crises in the digital era. While communication studies are common, the exploration of global environmental issues in official news podcasts remains limited, particularly concerning the discrepancy between government rhetoric and international media representation. The objective of this study is to examine the representation of Bali's waste crisis in the BBC podcast "Can Bali really go waste-free by 2027?". A qualitative approach is employed, using the SPEAKING model to investigate the communication situation and Teun A. Van Dijk's textual analysis to examine macrostructure, superstructure, and microstructure levels. Data are collected via non-participant observation and digital documentation. Through the SPEAKING model, it is evident that the BBC intentionally arranged the communication situation to contrast Bali's iconic "paradise" image with systemic waste management failures, creating a serious and skeptical atmosphere. Furthermore, through textual analysis, the strategic use of critical lexicons such as "ambitious" and "pessimistic," alongside powerful metaphors like "mountain of trash," is identified to frame the crisis as a global emergency. These combined findings successfully demonstrate how a skeptical narrative is constructed toward government targets. It is concluded that the framing of environmental issues by international media significantly influences world perception in the digital era.

Keywords: Waste crisis, Podcast, SPEAKING model, Critical discourse analysis, Bali

INTRODUCTION

Language functions as a primary instrument in social interaction and communication, serving as a system to express identity and establish social relationships (Chaer, 2007). In this era, language does not only function to exchange information but also shapes how people understand world events. Through news reports and digital broadcasts, language provides

real-world information that can influence public opinions on a global scale. Recent studies show that modern media and social networks play a vital role in engaging the public and spreading awareness about environmental crises (Daffina, 2024). Media companies use language to present environmental facts as news. A clear example of this is the story about Bali, which has been admired as a 'tropical paradise' with the beauty of its beaches and rice paddies, is now faced with a serious ecological crisis due to plastic waste. According to (Jambeck, 2015), Indonesia is ranked as one of the largest contributors to marine plastic waste in the world. This crisis has attracted international attention, particularly from the British Broadcasting Corporation (BBC), which released a podcast titled "Can Bali really go waste-free by 2027?". This study is significant because this present research analyzes how international media use linguistic strategies to construct narratives of local environmental crises and government policies for the global community. The communication process between the host and the speakers dynamically constructs the narrative surrounding the waste issue. Their cultural background and ways of speaking create a specific communicative event that shapes the whole story. An Ethnography of Communication approach is used to analyze the speech events within the BBC podcast. To examine these speech events, the SPEAKING model developed by Dell Hymes is employed.

To analyze these communicative dynamics, a systematic framework is required to examine speech events within their specific contexts. The foundational framework for this analysis is the SPEAKING model by (Hymes, 1972), in which speech events are categorized into eight essential components. Setting refers to the physical and social time and place of the event. Participants are the individuals involved, such as speakers and listeners. Ends explain the goals or expected outcomes of the interaction. Act sequence refers to the precise form and order of the delivered messages. Key represents the tone or manner of speech, such as the level of formality. Instrumentalities are the channels or tools used to communicate, including language variations or digital platforms. Norms are the social rules that govern interaction. Finally, Genre identifies the specific category or type of the speech event. It is suggested by Hymes (1972) that these components must be met for a speech event to be culturally and socially effective.

Furthermore, the Critical Discourse Analysis (CDA) by Teun A. Van Dijk is involved to provide a deeper textual examination. Discourse structures are grouped by (Van Dijk, 2005), into three dimensions: macrostructure (global theme), superstructure (schematic framework), and microstructure (semantic, syntactic, stylistic, and rhetorical choices). The theoretical framework in this study is operated in an integrated manner through two major stages. In the first stage, the SPEAKING model by Dell Hymes is used to dissect the ethnography of communication or the 'stage' of the podcast situation as a whole. This is operated by identifying how the Setting, representing the location difference between the London studio and field reports in Jakarta, and Participants (the roles of international hosts and local reporters) influence the Key or tone of speech used, whether it tends to be skeptical or informative. Additionally, Ends is examined to observe the hidden purposes behind the questions asked, and Act Sequence is analyzed to see the order of the arguments constructed. The Instrumentalities component highlights the use of English as a global communication tool, while Norms and Genre are used to understand the rules of discussion within the international

news podcast format. In this way, the communication situation is mapped to show how the atmosphere of critical environmental discussion is formed.

Once the situational context is understood, the textual analysis by Teun Van Dijk is used to examine the content of the transcript deeply through three levels. First, macrostructure is used to find the major themes or main ideas highlighted by foreign media toward the waste crisis in Bali. Second, the superstructure is used to observe the schematic framework or the flow of conversation in the podcast, starting from how the topic is opened by the host, how arguments are arranged, and until a conclusion is drawn. Finally, microstructure is employed to examine the smallest details, such as word choice (lexicon) and metaphors used by the speakers. For instance, the phrase "mountain of trash" is chosen to create a visual sense of emergency for international listeners. By combining the SPEAKING model and these three levels of Van Dijk's analysis, the conversation atmosphere is not merely described, but the hidden intentions and critical viewpoints of international media toward environmental policies in Indonesia are also uncovered (Aliah Darma, 2009).

Several previous studies have used the SPEAKING model from Hymes to study how people communicate in various situations in Indonesia. This model was used to examine how cultural values are passed down through traditional dance (Bouk et al., 2025), how ethnic differences trigger "culture shock" in schools (Tina Kartika, 2022) and how speech styles are adjusted by migrant workers during business negotiations (Anggara, 2025). Although those studies are comprehensive, their results only explain how language maintains local harmony and cultural identity. They do not show how language works in global mass media. Therefore, this study is completely different because it focuses on an international digital platform, the BBC podcast, and examines how global media shapes public perception about a major environmental crisis like Bali's waste problem.

On the other hand, the theory by Van Dijk is frequently used to uncover hidden messages behind a text. This framework is applied to observe national spirit in history books (Nahdi & Taufiq, 2023) changes in meaning in the translation of global health guides (Risnawaty et al., 2022) the way social media creates negative views toward individuals through film (Baroroh et al., 2025) and messages about women's rights in literary works (Solehah et al., 2025). This theory is also used to see how media owners influence news content (Firmansyah & Degaf, 2024), how official government speeches are structured to build public confidence during a crisis (Liando et al., 2022). and how global digital news platforms frame international conflicts by examining textual macrostructures and microstructures (Damayanti & Setyawan, 2025). All of these studies are closely correlated because they share a common goal: using Van Dijk's framework to reveal how people in power use language to control information and influence public opinion. While community reactions to public officials' statements on social media were examined by (Mubarok & Budiono, 2025), no previous analysis has been conducted on the specific linguistic strategies used by international media to evaluate these environmental issues. This study fills that void by focusing on professional conversations in the BBC World Service that specifically discuss the waste problem in Bali.

This study is considered urgent as waste management in Bali has become a global focus. Legally, the government is mandated to provide public services in waste management as regulated by Law Number 18 of 2008. At the regional level, this obligation is reinforced through the Governor of Bali Regulation Number 47 of 2019, which requires waste

management to be conducted at the source to reduce the burden on landfills (Putra & Norkumala, 2023). This responsibility includes the provision of strict regulations, environmentally friendly infrastructure, and education for citizens to sort waste independently. While previous studies by Liando et al., (2022) show that the government often delivers optimistic messages, this study aims to observe a more critical perspective from international media, such as the BBC, toward environmental improvement promises in Bali.

By integrating Hymes' SPEAKING model and Van Dijk's critical discourse analysis, this study fills the literature gap regarding how Bali's environmental image is constructed globally. Beyond its theoretical contribution, this research serves as a critical reflection for Balinese stakeholders, offering a clearer perspective on how international observers evaluate local waste management efforts. Understanding these critical international viewpoints is expected to encourage both the government and local citizens to move beyond rhetorical promises and take immediate, concrete actions to preserve Bali's environment for future generations.

METHOD

A qualitative approach is used in this study by combining two main frameworks, which are Dell Hymes' SPEAKING model and Critical Discourse Analysis. This design was chosen so that the deep meaning of social interactions and the ways environmental issues are described by the media can be interpreted. The main object of this study is a video podcast from the BBC World Service titled "Can Bali really go waste-free by 2027?". A podcast is the most effective medium for this study because it provides a deep, natural, and interactive discussion regarding global issues. Furthermore, the use of audiovisual data is essential because it allows for the direct observation of spoken interactions. These elements are very useful to analyze the 'Key' or the atmosphere of the conversation in Dell Hymes' model, which we cannot find in a regular text. These primary data were converted into a verbal transcript from a video with a duration of 10 minutes and 42 seconds that was uploaded on May 6, 2025. To observe natural media discourse, this study analyzes the speakers in the video as the primary subjects. Specifically, the main informants are the host and a BBC reporter based in Jakarta.

The data collection procedure was carried out using non-participant observation techniques and documentation from digital sources. To fully comprehend the communication context, the podcast recording was thoroughly examined through repeated listening. The main instrument for collecting data is a manual transcript, in which all spoken conversations were changed into a written text format. Subsequently, the final transcript was re-checked and matched with the original recording to ensure that no words or messages were missed. Additionally, supporting data such as environmental reports and local regulations related to the waste crisis in Bali were also collected to strengthen the analysis process.

Data were analyzed through two systematic stages of theoretical integration. First, Hymes' SPEAKING model was used to analyze the communication setup and situations in the podcast. Second, Van Dijk's framework was used to look closely at the text through three levels: macrostructure, superstructure, and microstructure. This helped find the hidden messages and ideas in the conversation. Finally, the results from both theories were combined and written based on specific themes for the findings and discussion section. The ethics of the study are maintained by using public content and providing clear credit in the bibliography.

RESULTS AND DISCUSSION

This section presents the results and discussion on how international media frames the environmental crisis in Bali. To provide a deep and comprehensive analysis, the conversation data from the BBC podcast is analyzed by integrating Dell Hymes' Ethnography of Communication (SPEAKING model) and Teun Van Dijk's Critical Discourse Analysis (three levels of text). All analysis results are then thematically grouped into three main focuses as follows:

The Power Dynamics of Global Media

This section analyzes how the BBC utilizes its authority as an international media outlet to control the flow of discussion by integrating Dell Hymes' components of Participants (P), Norms (N), and Instrumentalities (I) with Van Dijk's element of Macrostructure. The media's power to direct perspectives regarding Bali's waste management challenges is clearly evident from how the BBC manages the entire discussion. Based on the Participants (P) component, there is a clear distribution of roles between Hannah Gelbart as the central host and Hanna Samosir as the field reporter in Jakarta. The utterance, *"let's find out more about this now from Hanna Samosir, a BBC reporter in Jakarta, Indonesia,"* is not a mere introduction. This phrase is strategically used to build the report's credibility in the eyes of the audience. By presenting a local reporter who provides a direct account of the situation in Indonesia, the BBC positions the information regarding Bali's waste issue as verified and objective journalistic facts for a global audience, rather than mere opinion.

This institutional media authority directly influences the Macrostructure (global theme) of the text, specifically directing attention toward the feasibility of Bali's environmental targets. This evaluative perspective is built through the host's question: *"But how realistic is that and what would it actually take to make it happen?"* According to Van Dijk's framework, such a macro-theme serves as a media instrument to encourage the audience to think critically by highlighting the significant operational gap between regulatory plans and the technical realities on the ground.

This critical perspective is further reinforced by the rules of interaction, or Norms (N), applied within the discussion. Rather than relying on emotional approaches, the speakers employ empirical data standards to examine the issue, as reflected in the statement: *"But this tiny island welcomes around 16 million tourists every year, and a recent study found that tourists produced three and a half times more waste than the locals."* The inclusion of these statistical figures (16 million tourists and a higher volume of tourist waste) establishes a powerful interpretive norm. This scientific data guides the international audience to view Bali's environmental challenges as a logical consequence of global tourism pressure, thereby making the media's critical arguments more rational and well-measured.

Finally, this media influence is supported by the chosen channel, or Instrumentalities (I). Through a global digital podcast format announced with the phrase, *"exploring today on What in the World from the BBC World Service,"* the BBC successfully extends its informational reach to an international level. The use of English as the primary communication instrument also automatically removes geographical boundaries. In conclusion, the combination of a global digital platform, data-driven interaction norms, and a structured hierarchy of

professional speakers enables the BBC to completely manage this narrative. They successfully elevate a local waste management issue into an international environmental discourse that receives widespread global attention.

The Paradox of Tourism and Blame

This section analyzes the media's linguistic strategies in framing the contrast between Bali's tourism appeal and the reality of its waste problem by combining Dell Hymes' components of Ends (E) and Key (K) with Van Dijk's elements of Microstructure (Lexicon and Metaphor). In terms of the Ends (E) component, or communicative objectives, the BBC appears intent on assessing the feasibility of the environmental policy targets established by the local government. This is evident from the host's evaluative question: *"But how realistic is that and what would it actually take to make it happen?"* This opening question purposefully directs the global audience to look deeper into infrastructural readiness and tangible challenges on the ground, rather than merely focusing on the formal promises of the 2027 waste-free Bali plan.

This evaluative objective is reinforced by the Key (K) component, specifically the use of a doubtful and pessimistic tone by the journalists. When the field reporter states, *"Experts are pretty pessimistic. They said it is impossible to get rid of the trash..."*, this emphasis is utilized by the media to shift the audience's focus away from government optimism toward the actual obstacles encountered in the field, particularly regarding the implementation of single-use plastic restrictions that are not yet fully operational.

The media's critical perspective is systematically constructed through structural details at the Microstructure level, encompassing word choice, sentence structure, and rhetorical style. Within the *Semantic* element, the media generates a striking comparison by juxtaposing the ideal imagery of Bali (*"Sandy beaches, laid-back surfers..."*) with empirical data regarding the burden of tourism (*"tourists produced three and a half times more waste than the locals"*). Through a contrastive *Syntactic* structure (Coherence), such as: *"In many ways, it's the ultimate tropical paradise, but it also has a problem with plastic waste..."*, the audience's attention is immediately drawn to a serious environmental issue threatening the comfort of the tourist destination.

This critical assessment is subsequently presented in a more neutral manner through a Disclaimer strategy: *"Experts say that the government's programme is good, but it is useless if the local government doesn't have enough funds to run it."* This structure is employed by the media to maintain an objective stance. While the government's initiative is acknowledged positively at first, the media immediately introduces a crucial counter-note regarding real budgetary constraints.

To underscore the urgency of the matter, Stylistic (Lexicon) and Rhetorical (Metaphor) elements are applied through the selection of strong, evaluative vocabulary such as *"Ambitious Goal"*, *"Pessimistic"*, and *"Useless"*. These lexicons are further emphasized by visual metaphors, such as a *"mountain of trash"* to depict the overcapacity of the local landfill, alongside the phrase *"Bali is the face of Indonesia"*. Through this combination of imagery, the media

emphasizes to the international community that environmental management in Bali significantly impacts Indonesia's broader national reputation, while demonstrating that the success of the program heavily relies on financial support and cooperation among local policymakers.

The Threat to Bali's Economic Identity

This section analyzes how the media builds a story about the future risks to Bali's tourism and economic stability by combining Dell Hymes' components of Setting (S), Act Sequence (A), and Genre (G) with Teun Van Dijk's element of Superstructure (Story Framework). Through the Setting (S) component, the media starts by creating a contrasting psychological atmosphere. The beauty of Bali is described ideally (*"Sandy beaches, laid-back surfers, ancient temples and lush green rice paddies..."*), but it is immediately brought together with the reality of global environmental challenges through data that ranks Indonesia as the fifth-biggest contributor of marine waste in the world. This contrast is purposefully presented to catch the international audience's attention so they can see Bali not just as a beautiful holiday destination, but also as a region facing a real ecological crisis.

The flow of this discussion is arranged step-by-step in the Act Sequence (A) component, which aligns with Van Dijk's Superstructure framework. The story in this podcast is divided into three clear stages: the opening (Summary), the content (Story), and the ending (Conclusion), to give the listeners a deep understanding gradually.

In the content section (Story), the message is delivered by comparing the situation in two different places. The reporter states that the outside areas or tourist spots look clean (*"didn't see any sign of a waste problem on the surface"*), but a very different reality is found when visiting the landfill, which is already overcapacity (*"mountain of trash... in the stage of overcapacity"*). This order of information is used to give listeners a new understanding that environmental management in a tourist destination cannot be judged by its outside appearance alone, but must be seen from the readiness of the supporting waste system behind it. This whole story is wrapped in the Genre (G) of an international news podcast (*"What in the World from the BBC World Service"*). The main characteristic of this genre is presenting a serious and important topic in a relaxed, yet professional and well-measured way.

In the ending section (Conclusion), the story wraps up by emphasizing how important financial support is for the success of an environmental program through the sentence: *"the government's programme is good, but it is useless if the local government doesn't have enough funds to run it."* Through this conclusion, the media wants to give a final understanding to the global public that a good environmental program depends heavily on the local budget. This focus on limited funds indirectly shows that there is a risk to the future stability of Bali's tourism economy if big, concrete solutions cannot run smoothly before 2027.

CONCLUSION

Based on the analysis conducted, it is concluded that international media, specifically the British Broadcasting Corporation World Service, constructs a strong narrative of scepticism toward the Indonesian government's commitment to handling the waste crisis in Bali. Through the integration of Hymes' SPEAKING model and Van Dijk's Critical Discourse Analysis, it is successfully revealed that the representation of this crisis is not merely simple environmental news reporting, but a form of critical global media oversight toward public policy at the local level.

The results of the ethnography of communication analysis show that the speech situation in this podcast is intentionally arranged to create a sharp contrast between the expectations of Bali's beauty as a "paradise on earth" and the reality of failed infrastructure. Legitimacy for the emergence of a serious and pessimistic tone (Key) is provided by the roles of the participants as international media representatives. This is further strengthened through Van Dijk's text dimensions, where at the macro level, the 2027 waste-free target is framed by the British Broadcasting Corporation as an unrealistic ambition. At the micro level, the media's ideological stance that doubts the readiness of government funding and regulations is shown through the use of lexicons such as "ambitious," "pessimistic," and "useless." Highly effective rhetorical tools, such as the metaphors "mountain of trash" and "the face of Indonesia," are used to emphasize that the failure of environmental management in Bali is a gamble for the national reputation in the eyes of the world.

Overall, language plays a crucial role in shaping global perceptions. Through systematic language strategies, the global media is successfully positioned as an institution that tests the credibility of the Indonesian government in the digital era. The implications of this study show that without concrete policies and clear definitions, Bali's image as a world-class tourist destination will continue to be overshadowed by negative narratives from international media. A deep understanding of the importance of synchronization between the government's political rhetoric and the reality of policy implementation in the field is expected to be provided by this study to face critical discourse in the global public sphere.

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