

»In the ideology of development, the power of the metaphor is that it gives the impressions that the projects being carried out under that ideology are natural, inevitable, and bring about the proper and predestined future of the entity being developed. Development is portrayed as something that will happen by itself as soon as the »obstacles to development« are removed. In fact, virtually all of the changes that take place under the ideology of development are of an entirely different sort. Villagers are driven out and dams are built; forests are cut down and replaced by plantations; whole cultures are smashed and people are recruited into quite different cultures; local means of subsistence are taken away and people are placed under the power of the world market. It is not correct usage to apply the term »development« to the process of knocking down one thing and building something else in its place. Calling such initiatives »development« conceals the fact that they are human choices, that is, activities that human beings are *free not to do*« (Lummis 1996: 63, *Herv. I.O.*).

