

## **Managing carbon emissions: A discursive presentation of market-driven sustainability in the British media**

In this paper I use techniques of corpus-assisted discourse and metaphor analysis to study how market-based solutions to climate change were discursively enabled and popularised through the use of so-called 'carbon compounds' – lexical combinations of at least two roots such as carbon footprint - in the UK national newspapers between 1990 and 2009. In the first phase of analysis, carbon compounds were identified and grouped according to their frequency and chronological appearance in the corpus.

The analysis then focused on 1) finance-related compounds created and used before 2005 and 2) compounds modified by 'low-carbon' and 'carbon neutral' which became frequently used between 2005 and 2009. A qualitative analysis of their contexts revealed different strategies of re/presenting the market-based mitigation initiatives over the years, which range from the coinage of technical terms (carbon (emissions) trading) to the use of semantically ambiguous word combinations (low carbon solutions). It is argued that the latter represent a new, hybrid form of compounds that combine allusions to sustainability and 'green lifestyle' with the monetization of CO<sub>2</sub> emissions, and the use of which allows corporate rhetoric to continue permeating climate change discourses.

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