On the way to a culture of sustainability. An analysis of slogans and mottos of modern society that promote unsustainable practices.

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The ideas of sustainability and sustainable development cannot be seen as purely neutral demands. Many concepts have been proposed, mostly connected with suggestions for action – on many levels from political through economical to private. However, very few of them, in fact, were put into practice. This can be explained as a matter of culture.

Slogans and mottos of modern society can be analyzed as indicators for sustainable or unsustainable practices in our culture. If we believe, that "profit is the name of the game" we accept that consumption is good at all. But at the same time it says: If there is something new (for example a new generation of communication technology) go and buy it! Do not repair or reuse the older things. Using discourse analysis (according to Foucault, Jäger or Fairclough) different indicators for promoting or preventing a culture of sustainability or sustainability as culture will be presented. Examples to be analysed are taken from advertising and news.

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