



Departamento de  
Filologías Inglesa y  
Alemana

## The Discursive Construction of Economic Inequality

### CADS Approaches to the British Media

ed. Eva M. Gómez & Michael Toolan



This book analyses diverse public discourses to investigate how wealth inequality has been constructed in the British media from the beginning of the 20th century to the present day. Using a variety of corpus-assisted methods of discourse analysis, chapters present an historicized perspective on how the mass media have helped to make sharply increased wealth inequality seem perfectly normal. Print, radio and online media sources are interrogated using methodologies grounded in critical discourse analysis, critical stylistics and corpus linguistics in order to examine the influence of the media on the British electorate, who have passively consented to the emergence of an even less egalitarian Britain. Covering topics such as Second World War propaganda, the 'Change4Life' anti-obesity campaign and newspaper, parliamentary and TV news programme attitudes to poverty and austerity, this book will be of value to all those interested in the mass media's contribution to the entrenched inequality in modern Britain.

«This fascinating and insightful collection addresses one of the most pressing issues of our time – the discursive construction of inequality. It does so with all the rigour that corpus linguistic methods afford. With a range of techniques exploited to investigate various sites of inequality, the book provides a comprehensive overview of how corpus-assisted discourse studies can address issues of class, poverty, social mobility and austerity. Timely, powerful and methodologically rich, this is an essential read for scholars in corpus assisted discourse studies and critical discourse studies.» – **Christopher Hart**, Professor of Linguistics, Lancaster University, UK

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