



Greta Thunberg Phenomenon and Contemporary Behaviour of Capitalism

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Abstract

Slavoj Žižek, in his book *Living in the End Times*, states that ‘global capitalism is approaching to an apocalyptic zero point’ (2011), and among the four horsemen bringing that catastrophe, the first would be the ‘global environmental crisis’. This paper analyses the contemporary behaviour of capitalism whilst paying attention to the Greta Thunberg Phenomenon. This study, which is based on secondary data related to Greta Thunberg Phenomenon is guided by qualitative research methodology and an inductive research approach. The critical Discourse Analyzing (CDA) method is used to analyse data; consequently, Greta Thunberg’s cause and speeches are analysed in multiple stages, such as data understanding, categorizing, coding under themes by linking them with theories/discourses and describing them narratively (Description/ Interpretation/ Explanation). The study reveals that the sustainable development discourse and associated environmental movements have merely brought hope for a utopia, which could only mask the ugliness of capitalism instead of bringing it to an end. The ideologies such as capitalism, socialism, and sustainable development are formed within the ideology of modernity. In a context where the ideology of modernity is unanimously accepted, finding solutions to problems that it has created is meaningless. Greta's struggle has turned into a profit-making drama, providing a momentary fantasy for those who are tired of capitalism. The analysis of the research question reveals that it is far from meeting the expectations of human-centric movements, such as Greta Thunberg’s struggle, which would support redirecting the prevalent capitalist structure towards an eco-friendly human development if these movements originated within the capitalist core itself and if they accept mordantly as the reality. Such struggles or movements, instead of genuine efforts to change the capitalist system, are a part and parcel of its perpetuation, which on the other hand is ‘ideological cynicism’.

Keywords: *Capitalism, Greta Thunberg’s Struggle, Ideological Cynicism, Sustainable Development Discourse.*

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