NORMALIZING CYCLING: a discursive analysis of power relations between cyclists and other road users

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The promotion of cycling is an effective response to the societal challenges posed by pollution, traffic congestion and physical inactivity. Still, cycling and cyclists are often seen as a “scourge” creating problems for drivers and pedestrians. The relation investigates the shaping of identities of mobility and power relations from a discursive perspective through two case studies, focusing on news discourse, British newspapers reporting a fatal collision between a cyclist and a pedestrian, and institutional discourse, documents published by Transport of London in 2018.