"Zero is where the real fun starts" - Evaluation for value(s) co-production

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Aims

• To introduce Critical Discourse Analysis
• Money as example of narrow focus on measurement and quantifiability (econophonics)
• Implications of discourse for: teaching, evaluation, ESDGC
Exploring together..!
“an interdisciplinary approach to the study of discourse that views language as a form of social practice...social practice and linguistic practice constitute one another”

“focuses on investigating how societal power relations are established and reinforced through language use”
Econophonics
Zero
Is where the Real Fun starts.
There’s too much counting
Everywhere else!

Hafiz, C14th