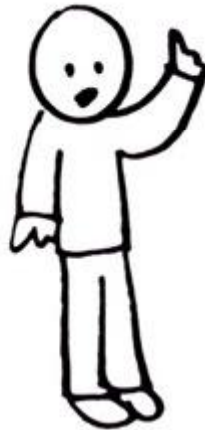


"Zero is where the real fun starts" - Evaluation for value(s) co-production

REMEMBER!
Zero is a number
too!



Invented in the 18th C by some
person with too much time
on his hands.

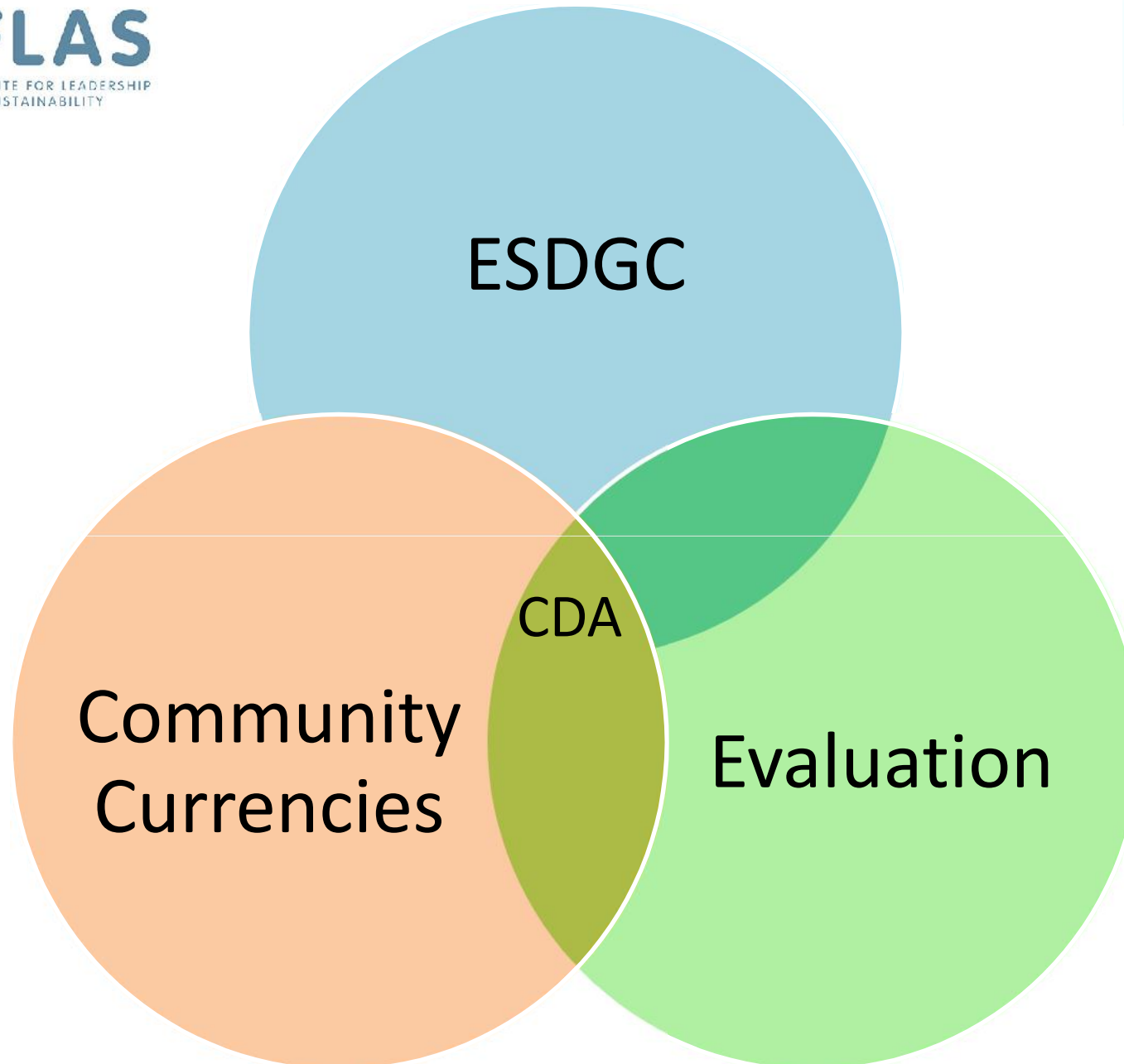
Katie Carr, *CDEC*
Leander Bindewald,
*IFLAS (University of
Cumbria)*

Aims

- To introduce Critical Discourse Analysis
- Money as example of narrow focus on measurement and quantifiability (econophonics)
- Implications of discourse for: teaching, evaluation, ESDGC



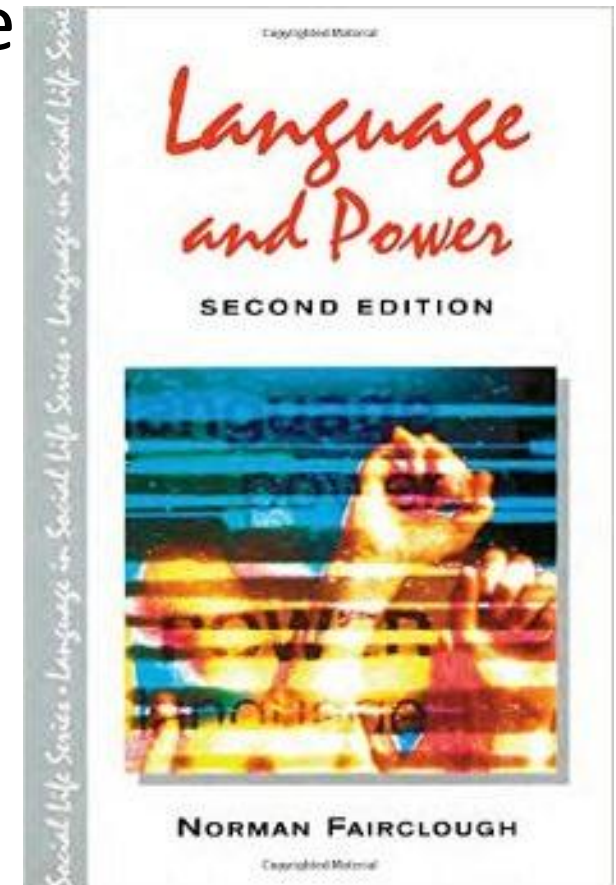
Exploring
together..!





“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