

BRITISH ASSOCIATION FOR APPLIED LINGUISTICS



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BAAL / Cambridge University Press Applied Linguistics Seminar Programme 2014-2015:

The Language of Money and Debt: the view from the ground

7th – 8th September 2015.

University of Roehampton, Whitelands College

Call for Papers:

As money becomes more abstract and financial matters more opaque, it is important to pay attention to the language that ordinary people use to talk about, think about and make decisions about money and debt. While the language of government and financial institutions is connected to everyday talk about money, understanding lay discourses of money may nevertheless be a productive way to solve the financial problems that real people face. We therefore invite all interested researchers to contribute to this seminar examining the language of money using the tools of Applied Linguistics. We welcome research on the themes below incorporating the techniques and perspectives of work in literacies (including CMC and digital literacies), discourse analysis conversation analysis, language teaching, pragmatics and stylistics or other related approaches.

How individual voices are represented in the mass media around money and debt.

The terms and discourse structures different social groups use about money and debt.

Narratives of consumption, spending, debt and poverty.

Money and finance as objects of emotion.

Grassroots alternative languages around money.

The connection between the language of money and debt and decision making.

Student experience of money, debt and higher education.

How to improve financial literacy.

The language used to sell financial products and debt to people.

How different linguistic/cultural theories/methodologies can assist in understanding the language of money.

The language of benefits and welfare.

Confirmed Keynote Speaker

- Dr Liz Morrish, Nottingham Trent University, “The Neoliberal University and Applied Linguistics”

While the above list is not exhaustive, we would like the focus of work to be squarely on the language of money from the perspective of individuals and social groups, rather than from the point of view of banks, government and financial institutions.

While these certainly overlap, work that frames its concerns and results in relation to ordinary people is welcomed as we hope to use the seminar to put together a tightly focussed edited collection on the language of money. Thus existing research projects that have elements that can be framed in these terms are welcome. Joint authored papers are also welcome.

Attendance at this seminar is strictly limited to 20 places and will be determined in terms of fit to call and other submissions. Please submit abstracts of up to 350 words (including references) by the deadline. Expressions of interest for attendance can also be submitted, outlining why attendance would be benefit to research experience or plans (100-200 words).

Deadline for abstracts/expression of interest **Friday 27th March 2015**.

All abstracts should be in pdf or word document using font size 12 and should be emailed to Annabelle Mooney (a.mooney@roehampton.ac.uk) and Evi Sifaki (e.sifaki@roehampton.ac.uk) with BAAL/CUP Money seminar in the subject line. Notification of accepted abstracts will be by 1st May 2015.

The seminar will take place at the University of Roehampton, Whitelands campus from 10:30 am on 7th September until 5pm 8th September. Papers will be allocated 30 minutes, including discussion time. Registration will be £35 and £25 for students/unwaged. A dinner at the end of the first day will be arranged at a local restaurant (max £20) which we hope all delegates will be available to attend. 2 BAAL student bursaries are available.