Contents

1 The View from the Ground Annabelle Mooney and Evi Sifaki	. 1
Part 1 Money and Childhood	31
2 Stories of Value: The Nature of Money in Three Classi	
British Picture Books Astrid Van den Bossche	33
3 The Treatment of Money and Wealth in the Harry Pot	
Series Tanweer Ali and Eva Lebdušková	57
Part 2 Money and the Everyday	79
4 Money Talk at the Mass Observation Archive Liz Moor	81

ίx

5	Snudging Cheapskates and Magnificent Profusion: The Conceptual Baggage of 'Mean' and 'Generous' Annabelle Mooney and Evi Sifaki	105
6	Neoliberalism in the Academy: Have You Drunk the Kool-Aid? Liz Morrish	137
7	Falling Behind: Debtors' Emotional Relationships to Creditors Anna Custers	163
Paı	rt 3 Money and the Media	187
8	The Language of "Welfare Dependency" and "Benefit Cheats": Internalising and Reproducing the Hegemonic and Discursive Rhetoric of "Benefit Scroungers" Chris Roberts	189
9	Does Money Talk Equate to Class Talk? Audience Responses to Poverty Porn in Relation to Money and Debt Laura L. Paterson, David Peplow, and Karen Grainger	205
10	The Discourse of Alternative Credit: A Multimodal Critical Examination of the Cash Converters Mobile App Gavin Brookes and Kevin Harvey	233

Contents	хi
Part 4 What Is Money?	257
11 The Sociality of Debt: A Case Study of Kamba (Kenya) Conceptualisations of Borrowing and Lending Froukje Krijtenburg	259
12 What Is Money? Legal Language as Modern Day Alchemy Kate Harrington	283
Index	311