**Jack Whitehead - D e-valuation and de-moralisation in the influence of economic rationalism:**

McTaggart, R. (1992) Reductionism and Action Research: Technology versus convivial forms of life,  pp. 47-61 in Bruce, C. S. & Russell, A. L. (1992) Transforming Tomorrow Today.  Brisbane, University of Queensland, Australia.

"Nevertheless, the new ‘economic rationalism’ is a worldwide phenomena which ‘guides’ not only the conduct of transnational corporations, but governments and their agencies as well. It does so with increasing efficacy and pervasiveness. I use the term ‘guides’ here in quotes to make a particular point. Economic rationalism is not merely a term which suggests the primacy of economic values. It expresses commitment to those values in order to serve particular sets of interests ahead of  others. Furthermore, it disguises that commitment in a discourse of ‘economic necessity’ defined by its economic models. We have moved beyond the reductionism which leads all questions to be discussed as if they were economic ones (de-valuation) to a situation where moral questions are denied completely (de-moralisation) in a cult of economic inevitability (as if greed had nothing to do with it).

Broudy (1981) has described ‘de-valuation’ and de-moralization’ in the following way:

De-valuation refers to diminishing or denying the relevance of all but one type of value to an issue; de-moralization denies the relevance of moral questions. The reduction of all values – intellectual, civic, health, among others – to a money value would be an example of de-valuation; the slogan ‘business’ is business’ is an example of de-moralization (Broudy, 1981: 99)."    (McTaggart, 1992, p. 50).