



**Thursday,
December 6, 2012
3:15-5 p.m. in U73**

Guest lecture in the seminar series
**Topics in the Aesthetics of
Music and Sound**

- arranged by **The Aesthetics of Music and
Sound** – www.soundmusicresearch.org –
**Cross-Disciplinary Interplay between the
Humanities, Technology and Musical
Practice**; Institute for the Study of Culture,
University of Southern Denmark -

<http://www.soundmusicresearch.org/seminarsfall2012.html>

RESCHEDULED FOR SPRING 2013

On the Meanings of the Sounds of Commerce

Matthias Bode

Associate Professor, Department of Marketing & Management, University of
Southern Denmark

www.sdu.dk/ansat/mat.aspx



Commerce always has had a certain sound, a certain song to play. The historical relationships are much more intertwined than the more common antagonistic myths try to argue. Recent socio-cultural and economic changes led to a new phase in this configuration. Market phenomena such as brands have become cultural resources, while a cultural system such as the production and consumption of music became immersed explicitly into branding. Based on this background, this presentation will highlight the changed socio-historical context of the sounds of commerce and give

an overview of the embedded practices of “acoustic branding” from a socio-semiotic perspective.

ALL ARE WELCOME! 