On the Meanings of the Sounds of Commerce

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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!