

The Visual Rhetoric of Money

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The Visual Rhetoric of Money

About the Project

Morality: Necessary Evil

Praise: Growth & Magic

Reverse Populism: Don't worry!

rhetoric as instructional aesthetics / techne:
what aesthetic means
are applied to what affect?

production/practice perspective
criteria: adequacy (decorum)

Visual Rhetoric

initiated by Arne Scheuermann
in the early 2000
various research projects at HKB

based on a dissatisfaction with
visual communication theory/analysis/criteria

Geldschein what narratives of money
The Visual Rhetoric of Money do mass media images convey?
research questions with what affective intention &
by what aesthetic means?

Geldschein
The Visual Rhetoric of Money
research material

bank & insurance ads (swiss top10)
magazine covers (Spiegel/Beobachter)
music album covers (charts top50)
swiss banknotes (old & new series)

published in Switzerland 2005–2015

HAFTBEFEHL

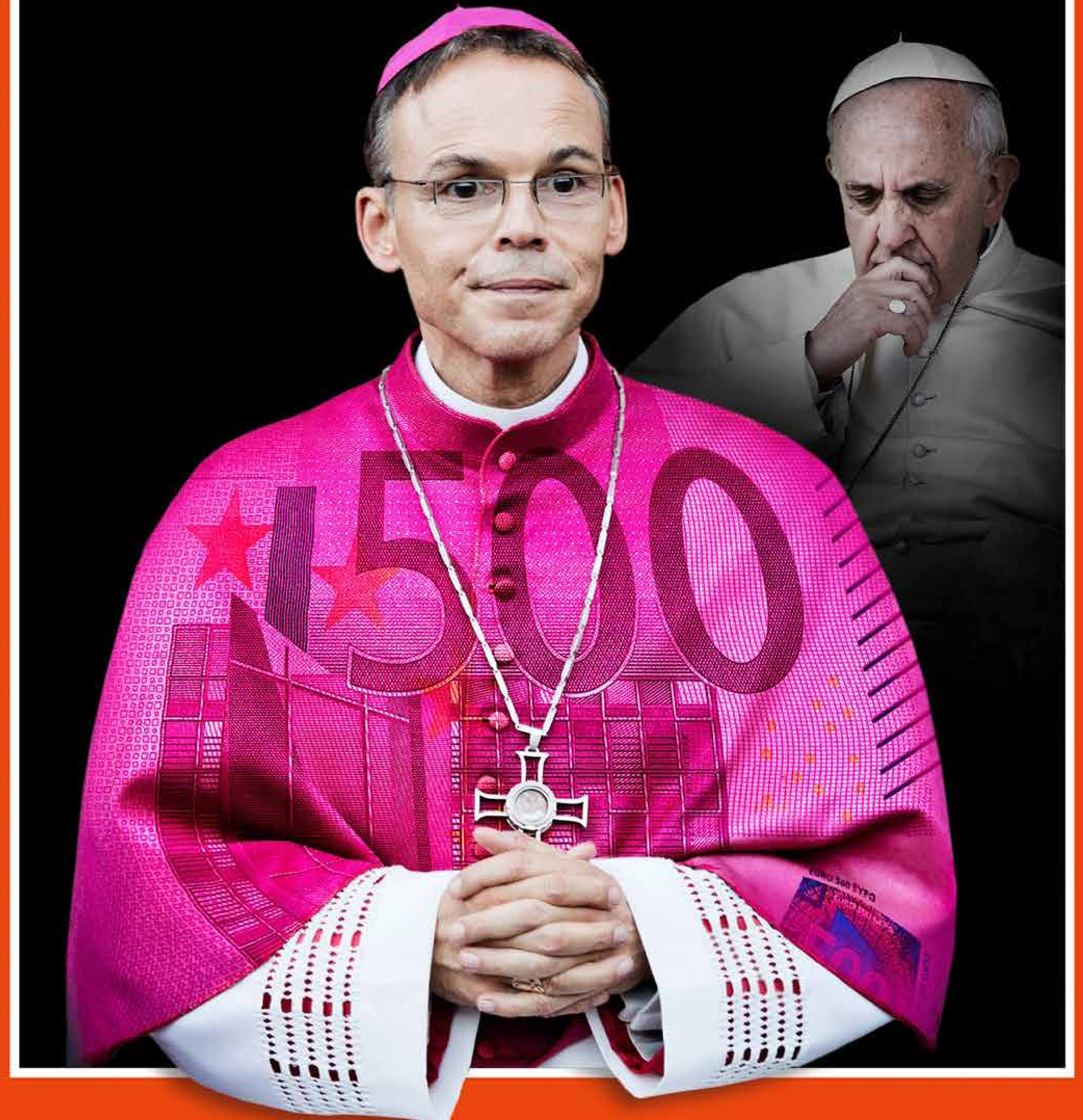
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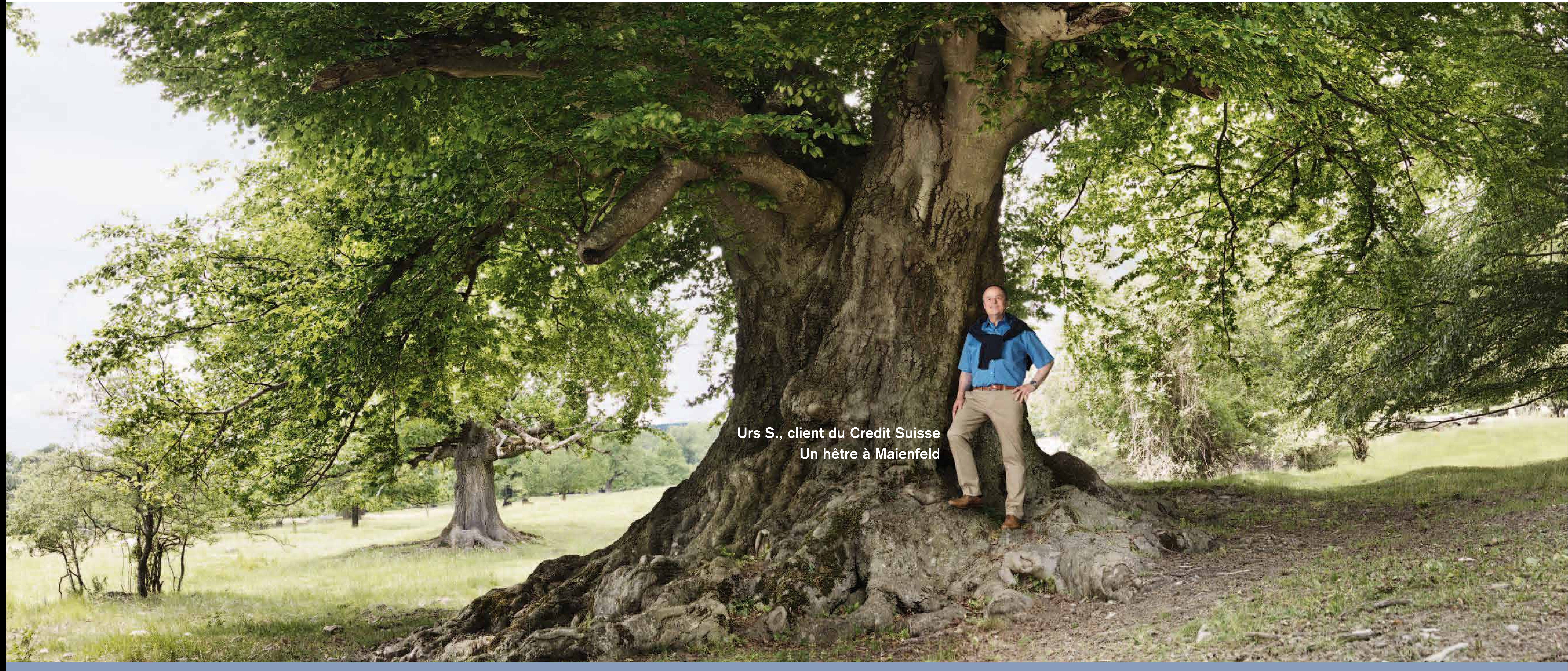




GOTTES TEURER DIENER

Der Papst der Armen und sein verschwenderischer Bischof





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RASANT DIE WELT.

WELCHER ZUKUNFTSENTWURF
IST FÜR SIE RICHTIG?

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Wo Anlegen einfach entspannt macht.

Wir sind einfach Bank.



VALIANT

Morality money is necessary / evil / a necessary evil
seduced by need vs by greed

Praise money grows / is a creative force
is the reason for our wealth & prosperity

Reverse Populism money is too complex / a secret knowledge
leave it to the experts (to us)

Strategies naturalization, scapegoating, psychologization,
personification, catharsis, scare tactics,
downplaying, circular arguments, fairy tales ...

Basic Social Structure of Money

Karl-Heinz Brodbeck: Die Herrschaft des Geldes

money society & money institutions
market situation
willingness to trade (in money!)
ability to communicate

Buyer

Seller

market participation
certain

market participation
uncertain

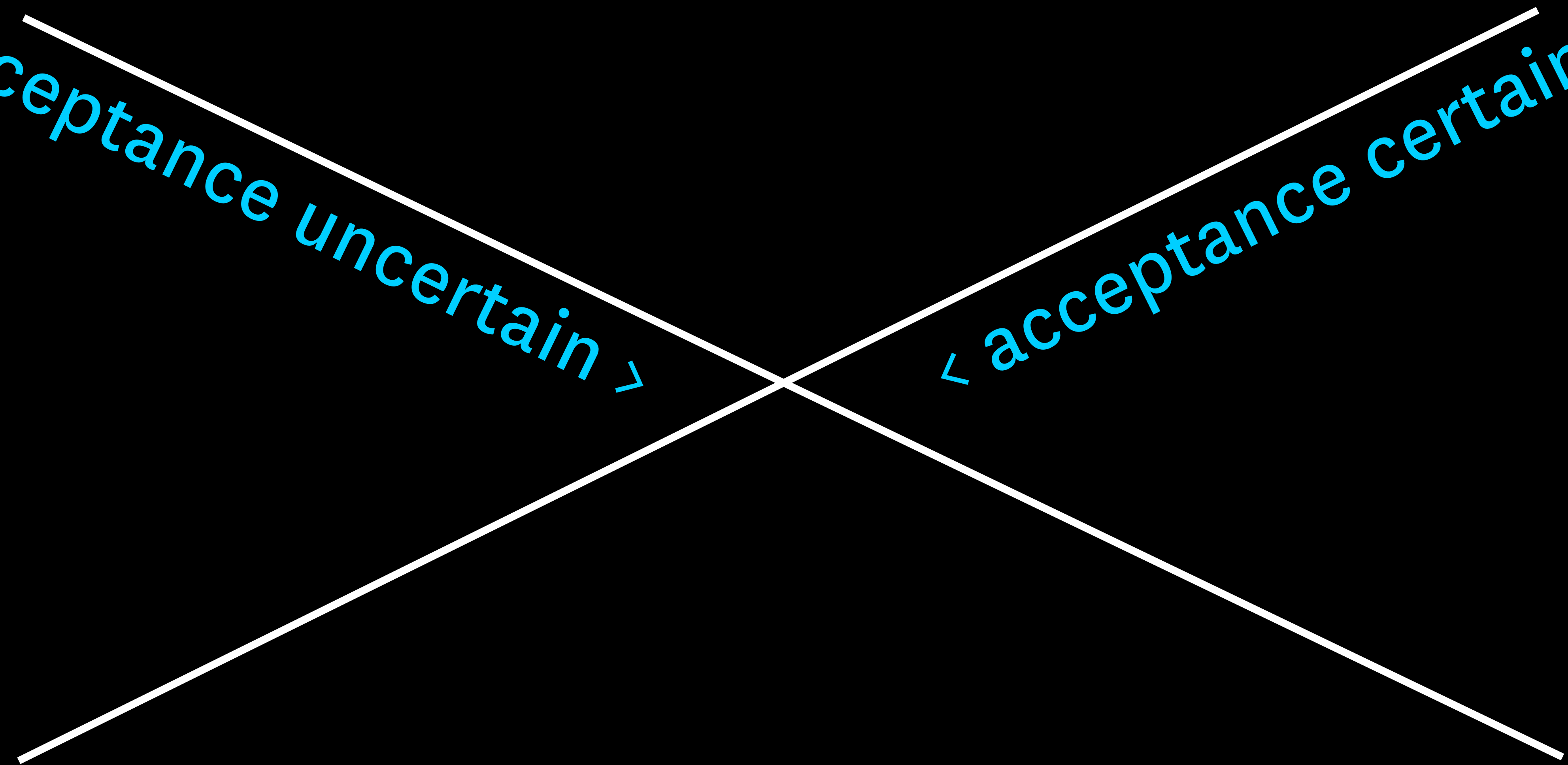
acceptance uncertain >

< acceptance certain

Money

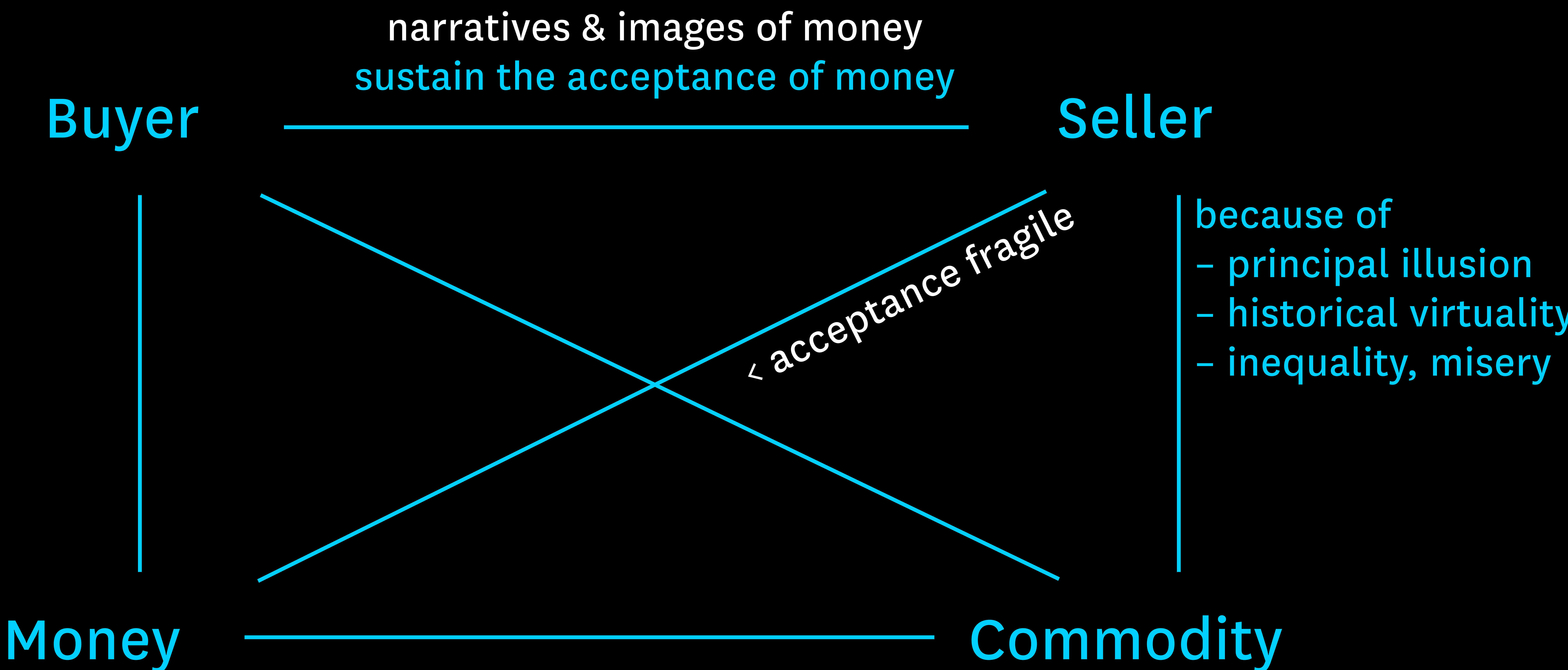
Commodity

no equivalency
asymmetrical relation
mutual acceptance



Basic Social Structure of Money

Karl-Heinz Brodbeck: Die Herrschaft des Geldes



Thank you Simon Küffer
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