

Language of Day to Day Economics



OR

“WHAT IS THE SOUND OF FALLING PRICES?”



Goals of the Application



- **Day-t0-day activities**
- **Adaptation in motives over time**
- **Relationship between simple acts and broader social changes**

Commodification



- When economic value is assigned to something not previously considered as salable.
- **Examples:**
 - Advertising commodifies information about products
 - Copyright commodifies communicative content
 - Cadillacs, Gucci bags, Rolex watches commodify status
 - How do we commodify news on the web? How do we package it so it can be sold?
 - How can I package my expertise so it can be sold?
- Our economic story is the story of inventing ways to commodify

Habermas' Two Worlds



- **Lifeworld**
 - World of human interaction
 - World of “subject”: things meaningful w/i complex of relationships with other people
- **Technical World**
 - World of tool manipulation; “how to”
 - World of “objects”: things meaningful as we dominate and control them
- **Jürgen Habermas:**
 - *In modernity the technical world has colonized our lifeworld.*

On modern life



- Americans have changed how we do our day-to-day life to isolate ourselves more
 - Achieved by expanding technical world
 - Shopping is a primary way
 - Language of shopping today is a language which separates us from others rather than integrating with them into community
- Shopping today features *scripts*
- Trip to Supermarket

Barter Economy



- **Court Day**
 - Market: “A public gathering held for buying and selling merchandise”
- **Language of Barter**
 - Ongoing relationship w/ neighbors; rich talk of everyday life
 - Discourse of exchange: “I need . . .”; “I have . . .”
 - Product was there to hold, to handle
 - Barter; no price
 - No advertising

Craft Economy



- Over time, expertise is commodified
- Goods in specialties
- Language of craft
 - Communication based narrowly on craft
 - Discourse of exchange: Offer of craft
 - Discourse of product: language of quality
 - Product an extension of the Craftsman
 - Now cash economy; but quality not P was key
 - Advertising grows “I have available in my shop . . .”

Advertisement in *Virginia Gazette*, 1767



MADE and SOLD by the subscribers,
in NORFOLK,

HARD SOAP,

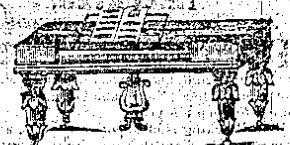
EQUAL in quality to any made in
New York or Philadelphia, by the box, containing from
40 to 100 lb. each, at 6 d. a pound, or in smaller quantities
at 7 d. halfpeny; and CANDLES, as good, if not superiour,
to any made on the continent. Tallow purchas'd in large or
small quantities, with goods or cash.

ARMSTON & BURDETT.

Herald of Freedom (Hagerstown), 1848

The undersigned, in making their acknowledgements for the liberal patronage they have received, and in expression of their gratification at the encomiums their instruments have received from the discriminating public, take pleasure in announcing that in addition to their usual supply of from 6 to 7 octave square PIANOS, they have commenced the manufacture of GRAND PIANOS. In accordance with the suggestion of eminent Professors and amateur musicians, who have felt the necessity of having an establishment where they can have a GRAND PIANO made by good and efficient workmen under their own supervision, and in whom they have confidence; we have finished the first instrument of the kind, which has been used at Mr. Knoop's Concert in Baltimore and Washington . . . possesses advantages which gives it the preference with the eminent musicians of this country and Europe. . . .

GRAND AND SQUARE PIANO-FORTE MANUFACTORY
Nos. 8, 9 & 11, Eutaw Street,
OPPOSITE THE EUTAW HOUSE, BALTIMORE, MD.



GRAND PIANOS.

In accordance with the suggestion of eminent Professors and amateur musicians, who have felt the necessity of having an establishment where they can have a GRAND PIANO made by good and efficient workmen under their own supervision, and in whom they have confidence; we have finished the first instrument of the kind, which has been used at Mr. Knoop's Concert in Baltimore and Washington, and which received the highest praise of that Great Master, and of the Professors and amateurs. The Grand Piano, from its construction, possesses advantages which gives it the preference, with the eminent musicians of this country and Europe. The only objection to their more general use has been the large size and inconvoluted shape; in regard to which the improvements they have made will, without affecting the powers of the instrument, obviate that difficulty, and at the same time make it a splendid piece of furniture for the Drawing Room. For the purpose of supplying those who desire only the power and tone of the instrument, and wish to avoid the expense of an elaborate finish, they also make a plain style, without impairing their powers, at a reduced price. Professors and others, who wish to procure Grand or Square Pianos, are requested to call at their establishment.

KNABE & GAEHLER,
No. 8, 9 and 11 Eutaw Street,
Opposite the Eutaw House, Baltimore, Md.
N. B.—The citizens of Washington County and the surrounding country, will please read Messrs. KNABE & GAEHLER'S advertisement when they will be convinced that they can

Interlocking Business Community



- Craftsmen give way to factories; shopping becomes retail
- Communities of merchants and professionals bought from each other
- Language of IBC
 - Rich with a general community discourse
 - ✦ Language of family; a public space
 - Discourse of Exchange: description based in narrative of use
 - Assurance of quality was community relationship
 - Advertising: branding emerges

Arrival of Brands in IBC



Jell-O

In Four Fruit Flavors
Lemon, Strawberry, Orange, Raspberry.

Why use gelatine and spend time soaking, sweetening, flavoring and coloring when Jell-O produces better results in two minutes? Everything in the package. Simply add hot water and set to cool.

No Dessert More Attractive.

It's perfection. A sure surprise to the housewife. No trouble; less expense. Try it to-day. At your grocers'. 10c. Enough for six.

Prepared by
THE GENESEE PURE FOOD CO.
LE ROY, N. Y.



DRAMATIC SAVINGS
GRAND OPENING

Meats

Lammer's		
FEET	- - -	lb. 39c
Lammer's Star		
1 BACON	-	lb. 49c
Smoked		
CNICS	- -	lb. 37c
Lammer's Summer		
USAGE	- -	lb. 55c
Fresh Ground		
EF	- - -	lb. 45c
Fresh Dressed		
YERS	- -	lb. 39c

 Drummond's
Arbustus
FRANKS 59c
lb. cello pkg.

- Of -
LAMMER'S
Newly Redecorated
Grocery Store
Wednesday and Thursday
JULY 2 & 3
Open 8 a. m. to 9 p. m.

Over \$100 Worth of Groceries
To Be Given Away
GIFTS FOR EVERYONE
BASKET OF GROCERIES GIVEN AWAY
EVERY HOUR!
COFFEE AND DOUGNUTS
POP AND COOKIES
SERVED WEDNESDAY & THURSDAY

Gro
Hill's Bros
COFFEE
Miracle
WHIP -
Duncan Hi
CAKE MIX
Finest Porl
BEANS 31
Hunt's
CATSUP 1
MARSHMA
Chicken
PIE 7½-
MIXED CAI
Complete 1
Vegetables

LAMMER'S GROCERY
1400 9th Street John Lammer & Sons 1952

Super-market Economy



- Large stores featuring broad range of products and brands
- Competition based on P
- Language of super market retailing
 - Minimal circle of communication focused on transaction
 - Discourse of exchange: fast bonding
 - No relationship with merchant
 - Discourse of product: brand name & features
 - Quality reduced to warranty & guarantee
 - Advertising features brand and P

Supermarket Advertising



Silver Spring grand re-opening

The celebration continues!




Silver Spring

3860 International Drive
Open Monday-Saturday 8 a.m.-11 p.m.
Sunday 8 a.m.-10 p.m.

Our Connecticut Ave. and Bel Pre Rd., Silver Spring and University Blvd., West, Wheaton stores join the celebration!

Our team welcomes you!

From left, seated: Edwin Morales, Grocery Manager; Harvey Rickerts, Produce Manager; Al Chanco, Chief Jeff Ottensmeyer, Deli Manager; Gayle Knight, Sales Shop Manager; Kim Dargatzis, Pharmacy Staff; Middle row: Yulia Parkman, Customer Service Manager; Ramona Melendez, Seafood Manager; Barbra Bantles, General Merchandise Manager; Lorraine Midkemp, Store Manager; Eric Friedman, Non-Perishable Manager; Back row: Erich Chamberlain, Meat Manager; Kanny Chintagun, Fresh Produce Manager; Maria Quintanilla, Front End Manager

grand re-opening specials!

 Semi-Boneless Rib Steak 2 1/2 lb. Choice Boneless Rib Steaks Save at least \$4.00 per lb. \$4.99 lb	 Shady Brook Farms Turkey Breast 12.5 lb. Turkey Breast Save at least \$1.00 per lb. .99 lb	 Imported Navel Oranges 10 lb. Bag Save at least \$1.00 per bag. .79 lb	 All Purpose Potatoes 5 lb. Bag Save at least \$2.00 per bag. .99 lb
 Fresh Boneless Atlantic Salmon Fillets 1 lb. Fillet Save at least \$3.00 per lb. \$5.99 lb	 Giant White Bread 24 Pack Save at least \$2.00 per pack. 3^{for}\$2	 Giant Acadia Water 24 Pack Save at least \$4.00 per pack. 3^{for}\$10	 Giant Apple Juice 64 oz. Bottle Save at least \$1.00 per bottle. .99 each

Double coupons up to 99 cents!

We double manufacturers' coupons. Details in store.

Use your card and save on items on this page. ©2010 Giant Food, Inc. Prices effective October 16-22, 2009.



WEEKLY specials!

with your card

 Shady Brook Farms Turkey Breast 12.5 lb. Turkey Breast Save at least \$1.00 per lb. .99 lb	 Large Iceberg Lettuce 10 lb. Bag Save at least \$1.00 per bag. .88 lb	 Extra Fancy Gala Apples 10 lb. Bag Save at least \$1.00 per bag. .88 lb
 Semi-Boneless Rib Steak 2 1/2 lb. Choice Boneless Rib Steaks Save at least \$4.00 per lb. \$4.99 lb	 Imported Navel Oranges 10 lb. Bag Save at least \$1.00 per bag. .88 lb	 Your choice 10 lb. Bag Save at least \$1.00 per bag. .88 lb
 Big Top Boneless Pork Sausage Chops 12.5 lb. Sausage Chops Save at least \$1.00 per lb. \$1.99 lb	 Scott's Pure Premiums 12.5 lb. Sausage Chops Save at least \$1.00 per lb. \$6.99 lb	 All Purpose Potatoes 5 lb. Bag Save at least \$2.00 per bag. 2^{for}\$4
 Smart Ones 12.5 lb. Sausage Chops Save at least \$1.00 per lb. 6^{for}\$10	 Tropicana Pure Premiums 12.5 lb. Sausage Chops Save at least \$1.00 per lb. \$3.99 lb	 General Mills Cereal 12.5 lb. Sausage Chops Save at least \$1.00 per lb. \$2.22 lb
 Pepsi or Coke 12.5 lb. Sausage Chops Save at least \$1.00 per lb. 4^{for}\$10	 Mix or match 12.5 lb. Sausage Chops Save at least \$1.00 per lb. 4^{for}\$10	 Mix or match 12.5 lb. Sausage Chops Save at least \$1.00 per lb. 4^{for}\$10

your choice 10 for \$10 sale!

 Scor-Kit Solid White Pasta 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10	 Hunt's Tomato Sauce 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10	 Barilla Pasta 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10
 7-UP 2 Liter 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10	 Hunt's Spaghetti Sauce 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10	 Bird's Eye Vegetables 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10
 Over Park Water 6 Pack 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10	 Chobani All Natural Greek Non-Fat Yogurt 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10	 Chef Boyardee Pasta 10 lb. Bag Save at least \$1.00 per lb. 10^{for}\$10

Prices effective October 16-22, 2009. Prices Oct. 16-Thursday Oct. 22, 2009. EAST WEST HWY., QUEEN'S CHAPEL RD. AND EASTERN AVE., WASHINGTON. ©2010 Giant Food, Inc. Use your card and save on items on this page.

Internet Shopping

- Today we order on line
- What is the language of internet shopping?
 - Communication is about?
 - Decision points (info)?
 - Advertising?

[Buying Kindle](#)



Evolving Language of Shopping



- Shopping out of lifeworld into technical
- Economy of consumption r/t production
- Our discourse of shopping narrow & sterile
- Against it: signs of our nostalgia for lifeworld economics

What have we just done? How did we analysis Motives for Shopping



- Focus is on the *language* of shopping
 1. What is the *talk about* as the transaction evolves?
Supplemented with advertising
 2. Isolate vocabulary & texture of comm & lang
 - Don't look thru the language as if it were not there!
- Focus on how transaction *performed*
 1. How is prdt described? Is it described? Is prdt the focus?
 2. What are the decision pts? How is prdt evaluated? Other focus?
 3. Conceptualize justification/motive for selection
 - Texture of action *using* language in performance
 - Variety of ways things get done *with words*

Analysis of Motives for Shopping



- Look also, h/e, for how comty getting done
 - Mvmt fr lots of comty getting done to very little
 - In barter & craft, prdt is a contribution to comty; talk abt prdt celebrates that contribution
 - In IBC, interaction is the service provided, link to the IBC
 - In super-mkt and internet, little comty; technical information
 - Use historical screen to see chgs in motive
- Using new mode of analysis: *lifeworld* and *technical world*
 - “Shopping has become a technical skill”

Analysis of Motives for Shopping



- What is the “stuff” you analyze?
 - Communication, language, action
- How you analyze it is key
 - Meaning (Comm & lang) is **not** referential; comm & lang **enacts** shopping
 - Focus is on comty, **not** individual
 - Motivation symbolic: Motivation evolved; comm & lang evolved
 - In comm & lang, shopping is per-formed
- You need to master the “how” as well as the “what”