

What is Meaning Worth?

23rd WCP-ATHENS 4-10 Aug2013

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What is the objective economic reality? 1

- ◆ the "objectifying" method of knowledge that is dominant among economists consists in the researcher describing an economic reality not in relation to a person, which would inevitably entail "subjectivity", but rather in relation to the reality itself
- ◆ this method has the researcher describing the relationship between the qualities of one individual "element" of an economic reality and another element of that reality
- ◆ the only thing left over is the "form" of mutual *relationship between their qualities*, which is proudly named "objective economic reality."

Meanings

- ◆ there are no methods for distinguishing interpretations based on merely "formal", logical considerations
- ◆ The notorious "relationships", despite researchers' attempts to instantly "cleanse" them of the human factor during their attempts at interpretation, once again require reconciliation of meanings
- ◆ Many economic realities encountered in practice are not completely defined from the start. They require actions for their determination and include the subject that created them. Such realities in reflexive theory are called *subjective* realities.

Is a fork a material object?

- ◆ It is made from metal and possesses all material attributes, including length, weight, hardness, and other properties. However, this is merely the **visible**, material aspect of the fork, which is a specially-formed object that possesses mass
- ◆ There is also an **invisible**, conceptual aspect of the fork. This aspect consists of the meaning that a human brain attributed to this specially-formed object, which in simplest terms is defined by the answer to the simple question, "what use is it?" A fork is something that is used to ingest food.

What is the determining factor for a person when purchasing a fork?

- ◆ The person is purchasing a meaning, a concept contained within a material shell.
- ◆ This meaning may be completely different for different people.
- ◆ One person may be completely satisfied with a fork made from stainless steel, while another refuses all but genuine silver forks.

User value and meaning

- ◆ The concept of user value assumes that a person knows for what purpose a certain thing exists
- ◆ Until the meaning of the thing's use emerges within a human brain, there cannot be any kind of user value attached to the thing
- ◆ The sequence here is completely obvious; a meaning must emerge first, and only then can a user value emerge

Semiotic (symbolic) and semantic (continual) crocodiles



-in the word "crocodile" we can see a discrete structure made of nine characters (letters), and its semantic meaning is constructed by the brain as an image of a crocodile in our mind

-The semiotic (symbolic) unit "c,r,o,c,o,d,i,l,e" does not permit any other representation in this specific literal rendition

- continual, semantic counterpart easily fits into any other continual world of human meaning and may become, for example, a ferocious man-eater devouring people, or the kind-hearted hero of a popular Russian cartoon named Gena the Crocodile, or Swampy from Disneyland

The four groups of reality for the economics of creating meaning

- ◆ **Material in a Conceptual Shell (MC):** the material was created by nature, and a human attributed a meaning to it. This includes mountains, rivers, water, air, fish, animals, birds, reptiles, trees, plants, etc.
- ◆ **Conceptual in a Material Shell type 1 (CM1):** factories, stations, houses, vehicles, clothing, footwear, household items, etc. This group includes man-made material things that exist only because a person gave them meaning during their creation.
- ◆ **Conceptual in a Material Shell type 2 (CM2):** books, magazines, newspapers, pictures, maps, drawings, televisions,, computers, musical instruments, musical notes,, etc., which hold, generate, or transmit information or otherwise provide aesthetic enjoyment. This also basically includes all services.
- ◆ **Conceptual in a Conceptual Shell (CC):** thoughts, feelings, desires, values, aspirations, creative impulses, pleasure, ideas, speech, happiness, anger, sadness, consolation, natural inclinations, etc., which is all that makes a person human.

The money

Human relations in economics are managed through the agreement of meanings. Agreement is always communication

The means of agreement when communicating in economics is money. Money is used as an instrument of agreement of meanings in MC, CM1 and CM2, but is produced only in CC.

The money embodies the requirements and references to a desired meaning, contains a certain "semantic message" and simultaneously promotes its acceptance.



Die Inner Alliance

Vasil Kandinski

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- ◆ **The duality** of an economic system consists in its representation as a twofold essence: **unity** of circular and communicative processes, and the *existence of two phenomenologically non-overlapping realms* that correspond to those two types of processes
- ◆ Meanings circulate in both realms but in different likenesses.

Two non-overlapping realms

- ◆ In the realm of internal conditions, which is characterized by circularity and closure, meanings exist in the form of material and information streams of a continual nature
- ◆ Meanings in this process are strictly ordered and internally coordinated, otherwise production would descend into chaos.
- ◆ The other realm is the interaction with the environment, which is carried out through communication. Money serves as the generic means of communication with a discrete binary code (payment - non-payment).
- ◆ Depending on that, meanings of interaction with the external environment change, which results in a decision to either maintain or sever relations with consumers

Management in economics is ultimately management of meanings

- ◆ Our hypothesis asserts that reproduction (turnover) of meanings is primary, while material production is secondary.
- ◆ Despite the seemingly ephemeral nature of the category "meaning", it is easily converted in both directions: both material and conceptual.
- ◆ The manager of an enterprise organizes the processing of a certain material product while a decision is made based on conceptual perceptions, including the prices of raw materials and finished products and the requirements of a specific conceptual market. Management in economics is ultimately management of meanings (in physical or non-physical form).

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Thank you!

