

Back cover text, taken from the German Book: **Diskursökonomie**.
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Economy of discourse

There are undoubtedly numerous overlaps between economics and media studies. But can economic models be made accessible for an understanding of media? The book shows that the circulation of commodities is suitable as a model for the movement of signs through the web of society. Economic exchange and symbolic exchange/communication are interconnected in many ways. At issue here, however, is not primarily the monetary economics of media; rather, there is a kind of 'inner economy' of media that extends into semiotic mechanisms. Yet at the same time, a line should be drawn: If the economy determines ever wider parts of the social, it seems urgent to re-describe the specificity of the media as well.