



# Market Mediations: Semiotic Investigations on Consumers, Objects and Brands

*Benoît Heilbrunn*

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## **Market Mediations: Semiotic Investigations on Consumers, Objects and Brands** Benoît Heilbrunn

*Market Mediations* offers a fresh way to look at consumption practices as well as design and branding issues through analysis based on the French and European intellectual tradition. The economy of brands truly came into being in the mid-19th century as a way for manufacturers to transform bulk sales and commodities markets into product markets with high added value. A brand that was already established as a sign of identification and differentiation thus became a driver of social mediation to form a fictional relationship between companies and their end users. These symbolic mediation systems are what characterize the consumer society producing and conveying the meaning. To account for this vast system of objects and brands, the book draws heavily on the generative trajectory of meaning stemming from the structural semiotics obedience; it presupposes that meaning is produced by progressive enrichment from a constitutive core (core values) and gradually rises to the surface to its discursive implementation via objects and figurative elements. This methodological frame clearly helps to better understand how meaning is produced and circulates on the market and how symbolic value might be transformed into economic value.

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