



"It's all about money" (Photo Series 2019) by Helge H. Paulsen

Money is actually only a medium that accelerates trade and flows of goods. Money is a means to exchange. Today we find out everything with a price. There are economists who deal with the performance z. B. a bee to calculate. What is the price of pollinating flowers? These calculations are made to help governments understand the value of nature, which has no price per se. So, we translate the natural power of a tree, a bee into dollars, so that we understand that the ecosystem is not free, so it has a high value. In the spirit of Brecht, who said: We know the price of everything, but not its value. Here the principle is reversed, as prices manage to recognize the value of things. Money is powerful with the myth of being powerful, even omnipotent.

If one considers money as a medium and underlies the McLuhan thesis of cold and warm media, an assignment is not uninteresting. Money is, so to speak, a hot medium, because according to McLuhan, a hot medium is one that extends only one of the senses alone, but deep in the details. The hot medium demands less personal attachment from the audience. Money is neutral in itself and has a similar value worldwide. McLuhan further writes: "The medium of money, wheel, or writing, or any other form of specialized acceleration of

exchange and information, leads to the fragmentation of the tribal organization." (McLuhan, The Magic Channels, 1968 p. 31) Money connects, so to speak not, but it separates people. Everyone cares about their money, everyone tries to multiply it for the most part at the expense of others. What one gets, another loses, this is an existential condition of money. If this were not the case and everyone had as much money as they wanted, the money would be inflationary, it would only be paper and would have that value. It would have lost its myth of power and would therefore be worthless. The myth itself is also a medium. "For the myth is the complex, visionary form of a complex process that usually extends over a long period of time. The myth is the gathering or implosion of some process, and the instantaneous velocity of electricity transfers the measure of myth nowadays to everyday activities of industrial society. We live mythically, but continue to think atomically and leveled. (McLuhan, The Magic Channels, 1968 p. 33) This contradiction is characteristic of the modern age and what follows.