



Aesthetic Communication

Ole, Professor Thyssen

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Man has always had a weakness for aesthetics, which secretly catch, enchant and seize the attention. Size and colour, form and rhythm affect the desire to say yes or no.

In modern society art is pure and ruthless. But a price has been paid for this freedom: art has become irrelevant.

The opposite of pure art is applied art, which not only must be aesthetically satisfying, but must also fulfil economic, political or religious considerations.

Aesthetic communication explores how organizations use aesthetics. Beginning with an exciting chapter on aesthetic art and applied art it follows with an in-depth analysis of the different fields of organizational aesthetics;

- Image, or the creation of an attractive veil;
- rhetoric, or the use of words to affect people;
- narrative, or the construction of seducing contexts;
- design, or how to impregnate ordinary things with attraction and identity;
- advertisement, or how to insert products in a heavenly world; and
- architecture or how to use buildings to tell about greatness and power.

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