



UNIVERSITEIT VAN PRETORIA
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Faculty of Humanities

Humanities Public Lecture

The University of Pretoria Faculty of Humanities and the Centre for the Advancement of Scholarship cordially invite you to the Human Economy Program Public Lecture

‘The coming escape of finance from economy’

Presented by Arjun Appadurai, Goddard Professor of Media, Culture and Communication, New York University, USA

DATE: Thursday 22 August 2013

TIME: 17:00-18:30, followed by reception

LOCATION: Sanlam Auditorium, University of Pretoria Conference Centre

RSVP: 22 August, lorraine.malope@up.ac.za

My recent efforts to restore some ideas from Max Weber and Emile Durkheim to help us understand the nature of value, profit-making and ethos in the current financial world, has led me to ponder once again the basic questions concerning meaning, value, collectivity and effervescence that these great thinkers sought to answer. This journey has also led me to engage with the many thinkers who now make arguments about financial tools, practitioners and models.

I have come to detect a tectonic shift in our disciplinary architecture, in which leading practitioners of financial modelling and theory are weaning themselves away from their mother discipline, economics. This is a momentous development and, if it comes to fruition, it will be a nightmarish outcome of Frank Knight's foundational essay on "risk and uncertainty". This rift has the potential for creating a wholly independent discipline revolving around risk, liquidity, volatility, leverage and other key concepts, which will make it even more difficult for ordinary citizens to exercise any sort of prudential judgement about their economic choices and futures.

This public lecture is the keynote address for the Human Economy: Economy and Democracy 2013 International Conference, 22-24 August 2013. The public lecture is open invitation; the conference is open to invited delegates only.

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