

Peer Review

Review of: "Music and Economic Behavior from the Sloterdijkian Perspective on Anthropotechnics: A Literature Review"

Grécia Falcão^{1,2}

1. Multimedia Communication and Arts, Universidade Lusíada, Portugal; 2. Escola Superior de Artes e Design (ESAD.CR), Instituto Politécnico de Leiria, Portugal

Michelle de Moraes' literature review points to trends in the field of economics that adopt a post-humanist perspective, inspired by Sloterdijk's recent works. This approach questions the human-centered view typical of the Cartesian tradition, according to which the human being is shaped through the accumulation of ideas and information (FIDALGO, 2004), as a self-contained rational subject. By contrast, in the context of biotechnology and digital life, these classical models prove insufficient to think about human being subjectivity, as techniques and devices increasingly shape the human directly, intersecting with new media theories.

From this perspective, rather than approaching music in terms of semantics or the transmission of ideas, it is conceived as a set of collective exercises and practices, involving perceptual training mediated by the capacity of sound and music to affect and prompt action. This approach moves away from identity- or meaning-centered frameworks and seeks to avoid treating media production in terms of rigid meanings, canonical standards, or dominant cultural themes. It is important to remain attentive to the tension between music and identity discussed in the article, considering alternative perspectives that highlight how musical standards and fixed notions of identity are continuously reshaped, allowing for the emergence of unexpected identities and practices. It is a particularly compelling overview proposed by Michelle de Moraes, illustrating how the theme is being explored within the field of economics. It would also be valuable to quantitatively investigate how terms—such as identity-related concepts, individualization/individuation, remix/reinterpretation, and embodiment/enactment—come into play within the economics discourse.

As humans develop techniques to achieve specific goals, they are simultaneously shaped by them—sometimes in accordance with the creators' intentions, and sometimes diverging from them. It would be valuable to examine cases where these techniques deviate from their original purposes or open up diverse modes of sonic and musical experience, through case studies or analyses of musical and sound practices as tools of modulation.

From another perspective, one could explore how the possibilities offered by specific software—such as the interplay between image and sound—work together to modulate actions and experiences, with repetition and montage serving as a stage through which embodied experience is consolidated.

FIDALGO, A., *Os Quadros da Incerteza*, Covilhã: Universidade da Beira Interior, 2004.

Declarations

Potential competing interests: No potential competing interests to declare.