Value, Performance and Narrative: 
Cultural Politics of Narrative as the Meta Frame of 
Value Transference in Financial Capitalism

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I. The Location of Value and Its Cultural Implications under 
Financial Capitalism

Politics, economy and culture converge into the field of value. While 
politics is modulating and organizing its objects into the (in)visible relation 
of value hierarchy imbued with power, economy is decoding, encoding and 
realigning its objects into exchange value relation through which actual 
composition and subjectivity of the objects is transformed and recomposed 
for the valorization of surplus value production. Culture is a set of 
symbolic representation of value and its practices which can be suggested 
as a system of signification in that a cultural acquires its meaning by being 
objectified in the field of signification around the notion of the valuable. 
Culture is thus "the cluster of practices and values that give a social group 
its sense of inclusion and exclusion" as politics and economy performatively
repeat in different ways (Coupland et al. 71). With the signification and constitution of value, cultural value entangles with economic value since capital valorization process ceaselessly intervenes in the process of signification of the symbolic value for the expansion of attention economy and its internalization. Cultural construction about the notion of value is inevitable affiliation in the formation of the economic value. This article explores a theoretical possibility of cultural theory of value, focusing upon the question of value and its actual process of value formation related, in particular, to the function of narrative and its performativity as the cognitive operation constitutive of financial narrative politics for value transference in the discourse of financial crisis. From the perspective, narrative is analyzed as the meta frame of cultural valorization of the economic value.

Value as a guiding force of cognition and action is, as this study observes, plotted and conveyed through narrative process. Narrativity, here, is presented as the symbolic mechanism of representation of the intention of the system through which heterogeneous elements are allocated, organized, interpreted, evaluated; and a set of expectations and anticipations towards a new value is eventually formed as a meta frame. Narrative opens a channel of cognition of a value and regulates a context of performance, while providing the frame of reference for actors for interpretation which is effectively implemented at the time of, in particular, uncertainty. Creating and narrating a narrative over a specific instance is a distinctive feature in financial era in which a legitimate interpretation and forecast of financial centres and global financial institutions becomes crucial factor in the flows of money. Narrativity exploits uncertainty and ushers a new standard, motivating disparate actors in the markets. A financial crisis