The creation of a mathematical journal is, on the surface, directed at the communication of mathematical results. So, too, are lectures, textbooks, papers, and sometimes even letters. Yet beneath the surface of such communications one often finds complex aims reaching beyond the mathematical content itself. Establishing lines of communication, for instance, engenders power. And communicating certain kinds of results is a means of establishing one’s mathematical “identity”. In this talk, we delve into some of the aims and strategies behind communicating mathematics. In particular, we consider the reasons for the creation of *Acta Mathematica*, the first so-called “international” journal of mathematics, and the reasons for which certain individuals published there. We also consider the deliberate shaping of images and identities in mathematics via publications, lectures at conferences, and scientific correspondence. (Received September 16, 2014)