

Are you free from the commercialism?

Essay Writing
#1
Mar. 14th, 2008
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What things did you buy lately? If you list your last shopping, you may find out that most of them are not quite necessary. For example, if a man bought a running machine because he doesn't have much time to exercise. What would people who was suffering from the bad work condition in middle age think about buying a running machine?

In the past, the consumption means 'a serious infectious disease of the lungs' (OXFORD Dictionary). It was a negative word and people were more likely to value thrift. However, the meaning seems to be changed differently. For example, the word, miser used to describe 'a person who loves money and hates spending it', but these days a rational consumer often being called as a miser (OXFORD Dictionary).

Commercialism has influenced in the way of endowing one's identity. People try to buy items to express themselves. Let's say, when a man took the 'Good Father Workshop', fellows around him might think he is a very good father. Taking the workshop is a good way to improve one's ability, but it doesn't mean that it's the only way to be a good father. However, commercial messages keep saying that they are not enough to be a good father if they don't sign in. The problem is people might judge others depended on what product or service they consume. Many companies try to impulse customers to endow their identity by using their product or service. For example, Airlines call their first class customers first in taking the plane to make them proud of themselves and also to make others envy them.

Are you free from impulsive consumption? There are millions of markets over the world, and they are paid to think how to impulse the customer to purchase their products. If you go any place, in which there are more than 10 people, you can see at least one or two advertising around them.

There are many reasons of buying needless products. The most important reason is because you feel it's much worth than the money you pay for. Then, why do you think it's much worth? Sure, it is convenient and fancy, but still we can live without it.

Among youth, they try to spend their money buying brand-name products, such as Louis Vuitton bags or Chanel jackets. Some people, who don't have enough money to afford those, feel happy at the moment they bought. After a few days, however, they might live desperately for the rest of the time until they pay back all the money they loan.

There is an expressly reason that you buy needless product. The companies spend billions and billions of money to read your 'articulated needs and unarticulated needs' and persuade us that your life will be miserable when you give up this product. When you see these kinds of their favorite signs such as 'the last

chance', 'you won't miss' and others, your brain might send 'I should not miss my happiness' message automatically as you educated by marketers.

According to Jacques Attali, the government power has been changed in forms of religion, monarchy and wealth, since people started to live in one place (Une brève histoire de l'avenir, Jacques Attali). We won the capitalism by honorable revolutions and a desire of freedom, but somehow we faced another power that controls us which is invisible not like others in the past. If not purchasing a product or service, one might think losing their identity as an exclusive consumer and style. The word, 'soybean paste girl' gained popularity a couple of years ago. It means women who don't have enough money to afford both drinking Starbucks coffee and have a meal choose to drink Starbucks due to its exclusive style.

Even though we have a freedom, but commercialism educates us to do what they want through commercial messages. In the movie, 'V For Vendetta', people are sitting in front of television and they don't raise any questions at all (V For Vendetta, 2005 James McTeigue). It is hard to live without commerce and also impossible to go back to the time when being controlled by religion and monarchy. What do you expect to see in future? There is a word, 'think economically' in the management field. It means, try to think about the economical intention in every happenings. If we 'think economically' and raise our voice, the better future will come for the next generation.