

CONSUMERISM IS CONSUMING US

Expensive perfumes, high technology, extraordinary coffee machines, magical-effect make up, interactive toys and luxurious journeys... How far does our desire to consume go? Are we really in control of our desires or are we controlled by artificial needs?



Christmas is the favourite time of the year to consume for our own and other people's wants. This time is no longer understood as Jesus' birth, but nowadays Christmas is seen as the opportunity to express affection in the most creative ways making presents. Media takes advantage of that. Radio, TV and billboard advertisements compete for clients with a special intensity during this holiday for the purpose of consumerism over and over. But, are we aware of the effect media has on us, or do we rather neglect it? Through images and techniques we are being constantly encouraged to acquire products we did not know we actually were in need of before. Our consumerism is typically due to the following reasons: to try to show a certain social status or just to feel the satisfaction of being able to acquire certain goods and services even though there might be no real need for them.

In other words, who has not fallen for the enchanting publicity tricks from time to time? We must be aware of our possibilities and avoid going over them in order to decrease the effect that media has on us. We must have our priorities clear in mind. Only in this way, we could stop this consumerism, a current trend of the twenty-first century.

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