

Wicca: Spirituality and Consumerism

By Vivianne Dambeck

Samhain is upon us. At this point in the year, the veil is thin. We invite ghosts and monsters into our minds though our stories and movies. On our special, unholy night, we dress up, conjuring their form that they might bring about their haunting.

I'm writing the essay because I want to write about the triple moon rolling tray at spirit Halloween.

Several days ago I drove a friend to the specter who haunts the strip malls of the dying economy, by which of course I mean Spirit Halloween. We went, of course, to get a costume, but we did the usual antics of trying on the masks, playing with the prop swords, and appreciating pocket sized items. While in the decor section, one shelf in particular caught my attention. On the shelf were some pop witchcraft books, and the titular rolling tray with a triple moon symbol.

The question I want to explore is: how does Wicca culture react and intermingle with consumer culture.

Wicca is a neopagan religion. It is very diverse, especially since it's