Unit 13 Essay

Consumerism is termed as one of the greatest villains of capitalism, whilst some experts affirm that it can regulate the system owing to compulsory purchases whose consequences are the declining income of individuals but the increase in movement of money.

Today is the black Friday, a day in which there are abundant promotions in shops over the country, although this tradition has been changed and switched for a week or two of goods below price (in USA there is only one day). Pursuant to, consumers tend to take this time to buy goods, even without necessity, what can reduce your finance, once you are acquiring superfluous products instead of guarding your bucks for a future need or a socially high acquisition. However, you will benefit the economy, but, as well as you know, this profit is not reverted to public works or microentrepreneurs help but just to politicians and great entrepreneurs’ pouch. That is, you think you are earning, and you are just losing. What people should understand is that consuming is identity, while consumerism breaks the need and pleasure of buying through the pursuit to novelty and conformity in a hegemonic society, despite looking heterogeneous.

This editorial is not uttering that Black Friday is a bad thing, albeit a conscious consume will prevent the lack of resources and global impacts, for instance, and as matter of fact it will indirectly reduce social inequality.