THE INVENTOR OF THE MIRROR POISONED THE HUMAN HEART

Aditya Roy

“The inventor of the mirror poisoned the human heart”. From the time of the conception of capitalism, the greed for financial monopoly among the corporate giants were the root cause of escapist tendencies among their consumer. They acted as a mirror to the masses, highlighting all their flaws and deficiencies and pushing up societal standards to a level of unattainability. Defying all laws of healthy business and consumerism, dipping their feet in egocentric marketing policies, banking in revenues at the cost of their consumer’s mental being. A firm is an intricately designed body with marketing as the only way of reaching out, portraying an image of trust and brotherhood, disguising the toxic parasitic souls of the commercial players inside. Promoting goods of their own to their naïve sources of income (That’s what consumers are to these economy influencing giants), which are specifically engineered and designed to solve issues they themselves created.

Insecurity is a prevalent trait among the masses that’s all in their heads and supernormal profit earners are masters at exploiting such soft spots. The greatest asset available to them are the grey cells of the commons, highlighting and exaggerating such vulnerabilities, making the masses feel like a complete dead loss to society, compared to the glitzy lifestyle portrayed by such influencers. Breeding traits of sexism, racism and toxic masculinity; consumers involuntarily assess their worth and can never come to terms with their flaws, instead giving into escapist tendencies of disguise. From catch phrases like “SMELL LIKE A MAN” to cosmetics ‘engineered to improve complexion’ to matrimonial sites are an abomination directed towards consumers who are additionally bombarded by their foibles. WHY DO WE RESIST SUCH PRACTICES? WHY DO WE, THE REASON OF SUCH INDIVIDUALISM LET THEM SET SOCIETAL STANDARDS? WHY DO WE NOT QUESTION THEM!?

Capitalistic have a profound knowledge of consumer psyche with databases stuffed with consumer behavioral patterns. They know better what tingles the grey cells inside than anybody, so well that such nefarious commercialism go unnoticed. That’s how common and ingrained it has become, consumerism has taken a back seat. From cosmetics to clothing to even condoms, all these have an underlying note of psychological warfare, targeting the minds of people rather than their needs. LADIES AND GENTLEMEN, THAT’S DIRTY CAPITALISM. Consumers are made to seem like the dregs of society and capitalists are their knights in shining armour, the only way out to gain social acceptance. Consumer are the reason of business just for names sake, rather in today’s world it seems that firms are doing us a favour by elevating us to levels of social acceptance.