

Sarah Hontoy-Major

CART 211

Santo Romano

October 29th, 2020

Reflexion on “The Yes Men Fix the World”

The Yes Men showed us through thought-provoking real-life experiments how the possibility of real change lies right in front of us, if only we would take the first step towards it.

Through critique of the free market and human greed, the collective was able to showcase how far capitalism can take our need to always have more. By calculating how much human life – and what ‘kind’ of human life—is worth and exposing the inhumanity of some of the world’s biggest organizations’ decisions towards that matter, the Yes Men were able to prove that, at the end of the day, money wins and humanity loses.

Why has it come to that? After all, when presented with solutions, observers as well as actors seem to jubilate at the idea of a better tomorrow. Not one person at the New Orleans reconstruction convention seemed opposed to the idea of reopening social housings when the Yes Men in disguised declared it. So, what is stopping them from doing so, even if the announcement was not based on presently made decisions? Have we been so brain washed to believe in our own individuality that we cannot fathom the idea of working together towards a greater good?

The New York Times Special Edition showed us that we all commonly believe in a similar idea of a better future; one free of warfare, where everyone can eat, shelter and grow in security, as well as live freely as long as it does not interfere with someone else’s peaceful freedom. Nevertheless, people who caught the newspaper firsthand from the collective handing them out seemed to quickly resign to the idea that this was an awkward joke, picturing what could be but never would.

Regardless, the Yes Men were able to plant a seed and spark the beginning of a long overdue thinking process in the minds of the public. The idea that “business as usual is unacceptable” could be perceived as an almost extremist opinion is manipulation from multinationals wanting to enrich themselves on our back while destroying millions of years of evolution. We cannot let that happen, not anymore. In the words of Igor Vamos, “We created the system that we have now, so why not create a good one instead?”. What we have now is clearly not working. We have the means, the ideas, and the power to put them in place. So let’s just do it already.