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ENGL 103 LEC A08

Spring 2018

Dr. Chowdhory

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Essay Topic:

How does *The Great Gatsby* portray consumerism and advertising? What message about the early 20th-century American society and its values do you glean from this portrayal? How do advertising and consumerism continue to influence people across the world in the early 21st century in the era of ubiquitous handheld electronic devices with internet connection?

Library Research and Essay Planning Assignment

**Summary of Relevant Credible Source:**

The article “How Much Do We Need?” contends that people should remember the value of moral and duty by moderating their desires for unnecessary luxury material goods. The author points out a fact that women spent more on beauty products in 1930. He thinks all these cosmetics or skin care products could be replaced by natural local dew which is free. The author also points out more and more young people will not get married until they reach a specific economic level which in many cases, their parents won only after a quarter of a century of married life. Because more people desire a convenient luxury life rather than contenting themselves with necessities. Some economists claim that it’s impossible distinguish between necessities and luxury products. The author argues that it’s true the market can be sustained by buying. But, it will not hurt the market if we only buy what we need. Further, people can achieve more happiness when they moderate their desires for material goods. Most importantly, people should never forget their own duty and the value of moral.

**Essay Plan:**

The article “How Much Do We Need?” is highly relevant to my chosen topic because this article is written in the 20th century in America. It shows a corner of the image of the 20th century American society and values. People are willing to pay more for luxury unnecessary products than ever before. Most of young people desire a convenient luxury life after getting married rather than getting married with the one they love. More people are giving up the moral and duties in order to buy more what they can’t afford to pay for. Daisy is one of these young people who are controlled by material goods. The author gives many specific facts to help me give a strong evidence of the 20th century American society and values.

**Essay Plan Concluded:**

I will give my thesis: In the 20th century in America, people start giving up the moral and duties and controlled by consumerism. Buying and enjoying became the main topics of the early 20th century in America.

My first supporting point is people desired more and more unnecessary luxury products in America in 1900s.

My second supporting point is marriage became a way of realizing the ideal lifestyle they desire instead of a way to be with love in American early 20th century.

My last point is More people were giving up their duties and the morals as they are encouraged to buy more what they can’t afford to pay for in the 20th century in America.

Works Cited

"How Much Do We Need? (Cover Story)." *America*, vol. 54, no. 14, 11 Jan. 1936, pp. 317-318.

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Fitzgerald, F. Scott. *The Great Gatsby*. 1925. Broadview, 2000.