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### Shopping for Freedom: Escape from the Cult of Consumerism (2019)

- Like the waves in the ocean, humans make up a tremendous amount of force in the market known as consumer power, a key to the american way of life
- The story of united fruit expresses the hypocrisy of the american ideals vs the implementation of those ideals
- Guatemala was the perfect place to grow bananas and a dictator who made labor cheap and policies that only helped land owners exploit their workers more
- In 1944 the oppression overflowed into civil demonstrations which led to the overthrowing of the dictator.
- A new democratic election of a hero. Sought to increase the freedoms of the people. This brought direct challenges to united fruits
- The way they treated laborers and their monopoly of the rail industry
- Expropriated the unused land and gave it to the peasants
- And that sounded a little too much like communism to america
- The cold war can be framed as the ideological battle between communism and capitalism
- Using the media to make the american public to see the interests of united fruit be in line with the interests of the american people, by framing the new government in guatemala as a threat to america due to it being communist

- The US helped to overthrow the Guatemalan democratically elected government due to the narrative made by a man hired by United fruit company and then helped install a totalitarian leader who crushed civil liberties, killed opposition and took land from the peasants
- Edward Bernays: a man who wrote the book on propaganda. Created the industry of public relations and thus the industry of advertising.
- He realized that you needed to make products indispensable to the consumer by changing the culture to make the products seem like a necessity to their way of life, an example is how he made it seem like a piano was necessary to a home.
- Instead of the manufacturer trying to sell the consumer on a product the consumer was asking for the manufacturer to sell them the product
- Corporations try to use these grass roots movements to push products. We saw it then in the suffragette movement and we see it today, in corporations using the movements today to sell their products without truly caring about the movements.
- But often there are more subtle ways in which the culture is shifted to make the environment more conducive for the corporations
- The wholesale control of media is the way that these corporations are able to exhibit such control over the way the world is portrayed and thus the way we think and act in the world.
- Personality is something to be crafted in the eyes of advertisers.
- To associate yourself with a brand due to them crafting their image to fit your desires is the same thing as being manipulated to buy the product.

- If someone you trust or like uses a product you may be more inclined to use it yourself. These influencers should be from people who have our best interests at heart rather than corporations whose main drives are increasing their profits.
- Again this can be seen as the shift of need to desire culture, which is the creation of consumerism.
- Examples of this are seen in diamonds, razors, to an abundance of cloths, where unnecessary products are seen as necessary to a happy life.
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