# Notes on Love, Sex, Relationships

# Leela

So Leela has a degree in psychology from Fergusson College and degree in game design for a uk university.

# Sameer

So Leela is going to probably split-up with Sameer because he is not that perfect guy. Or a perfect husband.

### Questions

So why would she leave him? Even if he is the perfect one and she is in perfect love with him why would she leave him?

# Aakash

# Notes on Philosophy

## Solipsism

This is the philosophical point of view that only ones own mind is real, that’s the only reality,

But this is NOT myra’s condition, she is not solipsist, she duly acknowledges the reality…

## Existentialism

## Existential Crisis

Feeling extremely small and insignificant, vulnerable.

## Nihilism

Nihilism is presented in the form of existential nihilism, which argues that life is without objective meaning, purpose or intrinsic value…When we find out that the world does not possess the objective value or meaning that we want it to have or have long since believed it to have, we find ourselves in a crisis

Be interested in state of being rather than cause and effect.

## Consumerism

New status of goods as status symbols, related to changes in fashion and desired for aesthetic appeal, as opposed to just their utility.

Customers could buy an astonishing variety of goods, all in one place, and shopping became a popular leisure activity.

Businesses have realized that wealthy consumers are the most attractive targets of marketing. The upper class's tastes, lifestyles, and preferences trickle down to become the standard for all consumers. The not-so-wealthy consumers can "purchase something new that will speak of their place in the tradition of affluence".[[25]](https://en.wikipedia.org/wiki/Consumerism#cite_note-25) A consumer can have the [instant gratification](https://en.wikipedia.org/wiki/Deferred_gratification) of purchasing an expensive item to improve social status.

 As a general trend, regular consumers seek to emulate those who are above them in the social hierarchy. The poor strive to imitate the wealthy and the wealthy imitate celebrities and other icons. The celebrity endorsement of products can be seen as evidence of the desire of modern consumers to purchase products partly or solely to emulate people of higher social status. This purchasing behavior may co-exist in the mind of a consumer with an image of oneself as being an individualist.

In many critical contexts, *consumerism* is used to describe the tendency of people to identify strongly with products or services they consume, especially those with commercial [brand](https://en.wikipedia.org/wiki/Brand) names and perceived [status-symbolism](https://en.wikipedia.org/wiki/Status_symbol) appeal, e.g. a [luxury car](https://en.wikipedia.org/wiki/Luxury_car), [designer clothing](https://en.wikipedia.org/wiki/Designer_clothing), or expensive [jewelry](https://en.wikipedia.org/wiki/Jewelry). Consumerism can take extreme forms such that consumers sacrifice significant time and income not only to purchase but also to actively support a certain firm or brand.

Opponents of consumerism argue that many luxuries and unnecessary consumer products may act as a social mechanism allowing people to identify like-minded individuals through the display of similar products, again utilizing aspects of status-symbolism to judge [socioeconomic status](https://en.wikipedia.org/wiki/Socioeconomic_status) and [social stratification](https://en.wikipedia.org/wiki/Social_stratification). Some people believe relationships with a product or brand name are substitutes for healthy human relationships lacking in [societies](https://en.wikipedia.org/wiki/Societies), and along with consumerism, create a [cultural hegemony](https://en.wikipedia.org/wiki/Cultural_hegemony), and are part of a general process of social control[[32]](https://en.wikipedia.org/wiki/Consumerism#cite_note-32) in modern society. Critics of consumerism often point out that consumerist societies are more prone to damage the environment, contribute to [global warming](https://en.wikipedia.org/wiki/Global_warming) and use up resources at a higher rate than other societies.[[33]](https://en.wikipedia.org/wiki/Consumerism#cite_note-33) Dr. [Jorge Majfud](https://en.wikipedia.org/wiki/Jorge_Majfud) says that "Trying to reduce environmental pollution without reducing consumerism is like combatting drug trafficking without reducing the drug addiction.

[epidemiologist](https://en.wikipedia.org/wiki/Epidemiology) [Warren Hern](https://en.wikipedia.org/wiki/Warren_Hern) of the [University of Colorado at Boulder](https://en.wikipedia.org/wiki/University_of_Colorado_at_Boulder), saying that human beings, despite considering themselves civilized thinkers, are "subconsciously still driven by an impulse for survival, domination and expansion ... an impulse which now finds expression in the idea that inexorable economic growth is the answer to everything, and, given time, will redress all the world's existing inequalities

people often identify as PC or Mac users, or define themselves as a Coke drinker rather than Pepsi. The ability to choose one product out an apparent mass of others allows a person to build a sense "unique" individuality, despite the prevalence of Mac users or the nearly identical tastes of Coke and Pepsi.[[40]](https://en.wikipedia.org/wiki/Consumerism#cite_note-Sturken_2001,_p._279-40) By owning a product from a certain brand, one's ownership becomes a vehicle of presenting an identity that is associated with the attitude of the brand. The idea of individual choice is exploited by corporations that claim to sell "uniqueness" and the building blocks of an identity. The invention of the commodity self is a driving force of consumerist societies, preying upon the deep human need to build a sense of self.

 The line between information, entertainment, and promotion of products has been blurred so people are more reformulated into consumerist behaviour.[[44]](https://en.wikipedia.org/wiki/Consumerism#cite_note-Leslie_Sklair_2002-44) [Shopping centers](https://en.wikipedia.org/wiki/Shopping_centers) are a representative example of a place where people are explicitly exposed to an environment that welcomes and encourages consumption as some of them are open for 24 hours. Goss says that the shopping center designers "strive to present an alternative rationale for the shopping center's existence, manipulate shoppers' behavior through the configuration of space, and consciously design a symbolic landscape that provokes associative moods and dispositions in the shopper

The success of the consumerist cultural ideology can be witnessed all around the world. People rush to the mall to buy products and end up spending money with their [credit cards](https://en.wikipedia.org/wiki/Credit_cards), thus locking themselves into the financial system of [capitalist](https://en.wikipedia.org/wiki/Capitalist) globalization.

 Product placements may range from unobtrusive appearances of a brand or product within an environment, to prominent integration and acknowledgement of the product within the work.

LOOK FOR PRODUCT PLACEMENT PSYCHOLOGY?

Digital editing technology has also been used to tailor product placement to specific demographics or markets, and in some cases, add placements after-the-fact to works that did not originally have embedded advertising before, or update existing placements within a work.

Product placement affects the audience on a conscious, but also subconscious level. Science showed that there does not even need to be an explicit, conscious effect to activate subconscious effects.[[146]](https://en.wikipedia.org/wiki/Product_placement#cite_note-Law_and_Braun_2000-146)[[150]](https://en.wikipedia.org/wiki/Product_placement#cite_note-150)[[151]](https://en.wikipedia.org/wiki/Product_placement#cite_note-151)[[152]](https://en.wikipedia.org/wiki/Product_placement#cite_note-152) For example, product placement can lead to an exclusion of competing brands from the consideration set of the audience – subconsciously.[[131]](https://en.wikipedia.org/wiki/Product_placement#cite_note-Herrmann_et_al._2011-131)[[153]](https://en.wikipedia.org/wiki/Product_placement#cite_note-153) It is also hoped to bypass advertising defense reactions of consumers by focusing on the subconscious character of product placement.

 the spending of money on and the acquiring of [luxury](https://en.wikipedia.org/wiki/Luxury_good) [goods and services](https://en.wikipedia.org/wiki/Goods_and_services) to publicly display [economic power](https://en.wikipedia.org/wiki/Economic_power)—of the income or of the accumulated wealth of the buyer. To the conspicuous [consumer](https://en.wikipedia.org/wiki/Consumer), such a public display of [discretionary](https://en.wikipedia.org/wiki/Discretionary_income) economic power is a means of either attaining or maintaining a given [social status](https://en.wikipedia.org/wiki/Social_status)