**ES1 Team**

An experienced senior in a revolutionizing time period, Wendell Berry personifies the aging population of conservatives. His essay epitomizes this: *Why I am not going to buy a Computer*. In the essay, an exchange between the elderly author and the progressive press is shown, a clear example of the new thought divide in the 1980s and 1990s. We believe thus that Berry’s argumentative logic is sound, but some nuances and beliefs are exaggerated. This response will first explain the corporate exploitation being presented by Berry, and how the threat is very present, and then explain the issues relating to Berry’s Conditions of Innovations presented in the original 1987 essay.

A single theme personifies Berry’s argument: The theme of consumerism and exploitation. Throughout the essay, he points to the pitfalls of such exploitation: The abundance of commercial advertisement, the tainting of the next generation of adults through childhood exposure to advertisements, and the environmentally-oriented backlashes that could be present, most notably his comparison of the reckless computer mass production and strip mining of coal. These arguments point toward the fact that proliferation of any action or product can always cause implicit backlash to the society. This logic would seem sound due to the fact that since Henry Ford, the concept of consumerism has steadily increased in magnitude, influenced how people consider mass-produced products, and how they discard the more aged philosophy of preservation of products. A separate example of such consumerism is the automobile industry. Before Henry Ford conceptualized a consumerist society around the automotive industry, such vehicles were reserved for upper-class. However, with the advent of Assembly Line, Ford’s industry became overly glamourized, attracting more customers. The result was a similar deficiency of certain natural resources, such as natural rubber used in tires, and the environmental consequences of fossil fuel combustion.

At the opening segment of the essay, Wendell Berry highlights his personal clauses relating to how he judges when an innovative product should be bought. However, due to the modern innovations in the 80s and 90s, the advent of electrical power has emerged as the dominant source, drawing much more power than any other renewable source. Thus, given that all electrical innovations have still been shown in their infancy when relating to Berry’s list, no significant innovations seem to be irrevocably supported in any clause on the list. This raises the question on whether such a list will ever be fulfilled, and whether it is just the product of irrational thought.

The economic consumerist exploitation is a clear example relating to how Berry’s logic is in all ways valid. Such a problem has in reality been present for quite a while, as a result of the ambitions of private corporations, creating the recklessness seen in Berry’s examples and analogies. However, his solution for consumers to find “good” products to buy is somewhat empirical, as such clauses do not seem entirely reachable. It is responses like these which Berry would support, as it does not stereotype his methods.