

The concepts of power elite and commodity fetishism are critical in understanding how societies operate and are structured. They shed light on the dynamics of power, control, and consumption within society. These two concepts simultaneously shape how people behave in society and conform to social norms. These theories often intersect and influence each other in complex ways. The influence of the power elite works hand in hand with commodity fetishism in order to shape and control society.

The concept of power elite refers to a small group of individuals who hold unequal amounts of power and influence in society. These elites typically come from the branches of politics, business, and the military, and they often work together to maintain their control over key societal institutions. The power elite theory suggests that decisions are made at the top by a select few, rather than through democratic processes involving the broader population. On the other hand, commodity fetishism is a concept introduced by Karl Marx to describe the phenomenon where commodities take on a mystical or fetish-like quality in capitalist societies. In this context, commodities are not just objects with use value or exchange value; they become imbued with social significance and symbolic meaning beyond their material properties. This is how they become glamorized.

One way to compare these concepts is to consider how they intersect in modern consumer culture. The power elite plays a crucial role in shaping consumer preferences and controlling the means of production. Through advertising, marketing, and media influence, the power elite can manipulate consumer desires and create demand for certain products. This manipulation contributes to the continuation of commodity fetishism by promoting an idealized image of products that goes beyond their normal capabilities. Through their control of media, politics, and

behavior. People may conform to these societal norms out of a desire for acceptance or fear of repercussions from those in power. Commodity fetishism influences behavior by creating desires for consumption based on social perceptions rather than practical needs. Individuals may conform to societal expectations by purchasing specific goods or brands associated with certain lifestyles or identities.

The power elite often plays a role in supporting commodity fetishism by controlling the production and distribution of goods as well as shaping consumer culture through advertising and marketing strategies. They promote certain products or lifestyles that align with their interests while diminishing alternatives that may challenge their authority. As a result, people's behaviors are not only influenced by societal norms dictated by the power elite but also by consumerist tendencies driven by commodity fetishism. Individuals may conform to both sets of expectations simultaneously, seeking validation through consumption patterns that are endorsed by those in power.

A real-world scenario that illustrates the interplay between power elite and commodity fetishism is the fashion industry. In this industry, a small group of designers, executives, and celebrities wield significant influence over trends and styles. They collaborate to set standards of beauty and fashion that shape consumer behavior on a global scale. Through marketing campaigns and celebrity endorsements, these elites create an aura of desirability around certain brands and products. By doing this, they shape how people in society behave. They are supposed to follow the norm and conform to certain societal standards. Simultaneously, consumers develop emotional attachments to these fashion items beyond their practical use as clothing. The branding, packaging, and presentation of these products contribute to their admiration as symbols

manipulating consumer perceptions and creating exclusivity around certain goods.

Both concepts contribute to the making of societal standards and norms. They are especially effective when they are working together to control society. As time has gone on in the United States, society has become easier to manipulate. Power elites have become more prominent and people often praise goods such as clothing and makeup. However, one critique of these concepts is that they may oversimplify complex social phenomena. While useful for analyzing broad patterns of societal norms in capitalist societies, they may overlook individual agency or variations within social structures. Additionally, these concepts might not account for cultural factors or historical incidents that shape power dynamics.

In conclusion, the concepts of the power elite and commodity fetishism shape how people act in society. By wielding power and influence over people, the power elite is able to control people's daily lives from what they wear to what they eat. Commodity fetishism adds to this dilemma by placing immense value over certain goods. These two concepts work hand in hand to control society. The influence exerted by the power elite intersects with the consumerist culture embodied by commodity fetishism, creating motivations that guide individual actions within a given social context.