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Alienation and Commodity fetishism are both go and hand. These are both theories created by Karl Marx. Alienation is something happening in the workplace because of their relation to the product that is being produced. This concept can come in 4 different ways, those including from the product, from the process, from humanity, and from each other. On the other hand Karl Marx's other theory of Commodity Fetishism is known as the relationship between individuals and the production of goods, more as commodities have some sort of value within itself. Though Commodity Fetishism is a type of alienation, they are different in the way in which alienation can be more of a stereotypical thing and commodity fetishism is more of a theory.

Everyday, the average American who works, leaves their house to go to work, earns enough money to live on, and spends it all to look good. Rather than going somewhere cheaper like Walmart, our first stop when we go clothing shopping is the mall. We go to the mall, because we feel we should have the finest name brand clothing that money can purchase. Often, people will spend more money on clothing than essentials like cleaning supplies, food, and bills. In reality it would be easier if we went somewhere cheaper to buy clothes because then we can save more money and have extra cash for fun and necessities. Commodity Fetishism and Alienation are the two main causes of this. Almost every American feels alienated at least once a day. Most often, it occurs at work, but it also shows up in our non-work activities, like going to the store. We as humans conform to the norms and behaviors that are established by those in the position

we go to work with one purpose in mind, which is to carry out a certain task. Almost every American feels alienated at least once a day. Most often, it occurs at work, but it also shows up in our non-work activities, like going to the store. We conform to the norms and behaviors established by those in positions of authority. We behave as we are expected to, rather than expressing who we truly are. We go to work with one purpose in mind: to carry out a specific task.

Alienation is known as an inherent condition of capitalism, this whole theory stems from the capitalist economic system, which isolates and dehumanizes people. Many people feel alienation daily, whether it is in school, or the workplace, or other places. A good example of alienation would be in the workplace. Furthermore, Alienation can be between a worker and the product of their labor. Products are sold by the employer in the marketplaces for profit, and the workers only receive a fraction of the payment. The introduction of machines is what increased the division of labor within society, then the workers tasks become less skilled, workers are increasingly fragmented. Alienation comes in 4 different types, thus including from the production of labor, from process of labor, from the self, and from other works. First, the production of labor refers to a product being directed by someone else rather than workers creating products from the initial idea to completion. This means the final product is not rewarding because the work isn't their own. Next, from the process of labor refers to having to work when an employer asks you to work you must work, rather than getting to choose your schedule. The next form of alienation is from the self and this refers to a process that satisfies the self, which is an essential part of being human. Lastly, from other workers refers to competing against each other for better jobs, products, and profits.

between objects(money), not between people, are what constitute the economic relationships of production and exchange. This is a theory that shows why certain things have specific value, as in products and goods. Marx claims that the fetishism that commodities have an intrinsic value independent of social history or interaction is the foundation for individual behavior in a market system. To producers “the relations connecting to the labor of one individual with that of the rest appear, not as direct social relations between individuals at work, but as what they really are, material relations between persons and social relations between things”. Commodity fetishism is a main origin of Alienation.

Although commodity fetishism is a main origin of Alienation, commodity fetishism explains a theory on relationships, whereas alienation explains more of a theory about economic standpoints. Alienation is a feeling in which a sense of self estrangement, an absence of social support or meaningful social connectedness. Commodity fetishism elaborates on relationships between subjects and symbols. Ultimately, I believe all humans have felt alienation at a point in their life, but commodity fetishism, while different in many ways, can simultaneously also go hand in hand with it.