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The empire of consumption

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The explosion in consumption in today's world gets louder than all weapon wars and commotion all carnivals. As an old Turkish proverb, who drinks on account, gets drunk twice. The spree stuns and dims the sight; this great universal drunkenness seems to have no limits in time or in space. But the culture of consumption sounds much like the drum, because it is empty, and when the Indeed, when the noise stops and the party is over, the drunk awake, alone, accompanied by his shadow and the pieces to be pay.

The expansion of demand collides with the boundaries imposed the same system that generates it. The system needs more and more open markets and broader, as the lungs need air, yet needs to walk on the floor, as they walk, the prices of raw materials and of human labor. The system speaks for all, directs all its orders compelling consumer disseminated among all shopping spree, but never mind: for almost all the adventure begins and ends at the TV screen. Most, that is indebted to have things, ends up having nothing but debts to pay debts generate new debts, and ends up consuming fantasies that sometimes materialized offenses.

The right to waste, privileged few, says he is free all. Tell me how much you consume and tell you how much vouchers. This civilization is not let sleeping flowers, or chickens, or the people.

In greenhouse, the flowers are subjected to continuous light, to grow faster. In the factories of eggs, chickens are also prohibited night. And people are doomed to insomnia, anxiety panic buying and paying. This way of life is not very good for people, but is very good for the pharmaceutical industry.

U.S. consumes half of sedatives, anxiolytics and other drugs chemicals that are legally sold in the world, and more than half the illegal drugs are sold illegally, which is not small feat if takes into account that the U.S. is barely five percent of world population.

"People unhappy, comparing the living," said a woman in the neighborhood Diving in Montevideo. The pain of no longer being, who once sang the tango, has given way to the embarrassment of not having. A poor man is a poor man. "When you do not have anything, you think you're nothing," says a boy in the neighborhood of Villa Fiorito, Buenos Aires. And another finds that, the Dominican city of San Francisco de Macoris, "My brothers work for trademarks. Buying live labels, and live sweating to pay fees. "

Invisible market violence: diversity is the enemy of profitability and consistency rules. The mass production scale gigantic work everywhere imposes compulsory consumption. This dictatorship of the compulsory uniform is more devastating than any one-party dictatorship: require in the world, a way of life that humans reproduced as photocopies of the consumer copy.

The consumer sample is the man still. This civilization, which confuses quantity with quality, confused with good fat food. According to the Lancet, in the last decade the "severe obesity" has grown nearly 30% among young people more developed countries. Among American children, obesity increased by 40% in the last sixteen years, according to research recent Center on Health Sciences at the University of Colorado.

The country that invented light meals and drinks, the food and diet fat free foods, has the largest amount of fat in the world. The Consumer lower copy only car to work and to look television. Sitting at the small screen, spends four hours a day eating plastic food.

Triumph the garbage disguised as food: the industry is gaining palates in the world and shattering the traditions of local cuisine. The habits of eating well, who come from afar, have, in some countries, thousands of years of refinement and diversity, and are a collective heritage that is somehow in the kitchens of all and not only in the table of the rich. These traditions, such identity cultural life of these parties are being overwhelmed, so primers, by the imposition of knowledge and unique chemical: globalization the hamburger, the dictatorship of the fast food. The plasticization of global food, the work of McDonald's, Burger King and other factories, successfully violates the right to self-determination kitchen sacred right, because the mouth is the soul of its doors.

The World Cup 98 we confirmed, among other things, MasterCard card that tones muscles, which gives Coca-Cola eternal youth and the McDonald's menu can not miss in the belly a good athlete. The immense army of McDonald's hamburgers fires the mouths of children and adults in the entire planet. Double M arch that served as a banner during the recent conquest of

the

Eastern European countries. The queues at the McDonald's in Moscow Opened in 1990 with great fanfare, symbolized the victory of West so eloquently as the collapse of the Berlin Wall.

A sign of the times: the company, which embodies the virtues of the world free, denying its employees the freedom to join any union. McDonald's viola, and a legal right enshrined in many countries where it operates. In 1997, some workers, members of why the Macfamilia company called, they tried to unionize at a restaurant Montreal in Canada: the restaurant closed. But in 98 other employees McDonald's, in a small town near Vancouver, managed the conquest worthy of the Guinness Guide.

The consuming masses receive orders in a universal language: the Advertising has accomplished what Esperanto tried and failed. Any means, anywhere in the message that the TV broadcast. In the last quarter century, advertising expenditures have doubled in the world. Thanks to them, poor children are increasingly taking Coca-Cola less and less milk, and leisure time is becoming consumer

required. Leisure time, prisoner very poor households have a bed, but they have TV and the TV has the floor.

Bought on credit, the test animal's democratic vocation Progress: nobody listens, but speaks for everyone. Known rich and poor, well, the virtues of late-model cars, and rich and poor learn of the favorable interest rate that a particular bank offers.

Experts know to make the goods in magic sets against loneliness. Things have human attributes: stroke, accompanying understand, help, perfume kisses you and the car is the friend who never fails. The consumer culture has made the most lucrative loneliness markets. The holes are filled breast stuffed with things, or dreaming about it. And things can not only embrace: they can also be symbols of upward mobility, permits to through the offices of class society, keys that open the forbidden doors. The more exclusive the better: the things you choose and you massive saving of anonymity. Advertising does not report the product you sell, or rarely does. That's not important. Its function key is to offset fuel frustrations and fantasies: On Who do you turn this aftershave buying?

Criminologist Anthony Platt noted that the crimes of the street is not are only the result of extreme poverty. They are also the result of ethics individualistic. The social obsession with success, says Platt, affects decisively on the illegal appropriation of things. I've always heard that money does not produce happiness, but any poor viewer has every reason to believe that money makes something so similar that the difference is a matter for specialists.

According to historian Eric Hobsbawm, the twentieth century brought an end to seven thousand years human life centered on agriculture since it appeared first crops in the late Palaeolithic. World population urbanization, farmers are becoming citizens. In Latin America we and empty fields huge urban ant: major cities world and the most unfair. Driven by modern agriculture export, and the erosion of their land, peasants invade suburbs. They believe that God is

everywhere, but from experience know it serves in the big cities. The cities promise to work prosperity, a future for their children. In the fields, as expected watch life pass, and die yawning, in cities, life happens and flame. In overcrowded slums, the first thing the newly discovered arrivals is that the work needed and arms left over, that nothing is free the most expensive luxury items are air and silence.

While born the fourteenth century, Friar Giordano da Rivalto delivered in Florence praise of cities. He said the cities grew "because people have the pleasure of joining. " Together, they found. Now, who lies with whom? Is the hope with reality? The desire, are you with the world? And people, are you people? If human relations are reduced to relations between things, How many people are with things?

The world tends to become a big screen television where things are looking but not t Ocaña. The goods on offer invade and privatized public spaces. The bus and train, which until recently were meeting spaces for people are now becoming commercial exhibition spaces.

The shopping center or shopping mall, all the stained glass window, imposes its overwhelming presence. The crowds flock in pilgrimage this temple of the masses of consumption. Most of the devotees

provides, in ecstasy, things that can not pay their pockets, while acquiring the minority is subjected to bombardment of supply relentless and exhausting. The crowd, which moves up and down stairs mechanical, travels the world dressed as mannequins in Milan or Paris and the machines sound like in Chicago, and to see and hear is not necessary paying a fare. The tourists from the inland towns, or cities still have not received these blessings of happiness modern pose for a photo at the bottom of international brands famous, as previously rested at the foot of the statue of the hero in the square.

Beatriz Solano has been observed that the inhabitants of the suburbs come to the center, the shopping center, came to the center as before. The traditional weekend drive to the center of the city, tends to be replaced by a trip to these urban centers. Washed and ironed and hairstyles, dressed in their finery, visitors come to a party where they are not guests, but can be onlookers. Entire families undertake the journey in the space capsule that travels through the universe consumer market where aesthetics has designed an amazing landscape of models, brands and labels.

Consumer culture, culture of the ephemeral, condemns all to disuse media. Any changes to the fast pace of fashion in the service the need to sell. Things get old in a blink, to be replaced by other things of fleeting life. Now that all that remains insecurity is, goods not manufactured to last, are as volatile as the capital that finances and the work that generates them. The money flying at the speed of light: was there yesterday, today is here Tomorrow who knows, and every worker is unemployed in power.

Paradoxically, shopping centers, kingdoms of transience, offer most successful illusion of safety. They resist outside time without age and without roots, without day and night and without memory, and exist outside the space beyond the turbulence of the dangerous reality of the world.

The owners of the world use the world as if it were ruled out: a short-lived goods, which is depleted and exhausted, soon after birth, the images you shoot the gun of television and fashion and the idols that launches advertising, without respite, to the market. But, what other world going to move? Do we all have to believe us the story that God has sold the planet to a few companies, because they're in a bad mood decided to privatize the universe? The consumer society is a booby trap. Those with the handle simulate ignore it, but anyone with eyes in his head can see that the vast majority of people consume little bit and nothing necessarily to ensure existence of the little nature that remains. Social injustice is not to correct an error or a flaw to overcome: it is an essential need. There is a nature capable of feeding a shopping center size planet.