

The possibility of
frugality as a "cool"
characteristic



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A mere contemplation of the passage stated by one of the most famous British authors, Samuel Johnson, can already determine the rationale behind the impossibility of frugality in our society nowadays. To be able to be considered "cool" in this world, one has to meet the standards set by its influential constituents. A beggar has never been looked upon as "cool" by the elite people unless they are also beggars who are earning less than the first one.

It is justifiable to agree with the quotation basing on our society's situation today where rich people just gets richer each day and poor people gets poorer than ever. So, how do we hope upon the "coolness" of being frugal if majority of the world determines the acceptability of one based on social status? It has been established that man is selfish and dissatisfied by nature. So, how can one resist the abundance of wealth if it is unrestrictedly available? "Being cool" may be too slang for a term to relate it on serious matters such as our economy.

It is usually associated with youth's vocabulary and long lasting part of popular culture. However, it actually insinuates hope in the development of our economy. Being filled by media spoon-feeding, most people aims to be acceptable in a certain society. Acceptance has actually evolved as a basic sociological need; therefore, if it is synonymous with "coolness", then it can be one of the fewest hopes that we have for a financially stable world. Considerably, the major change and overhaul would begin with the youth as expected and the ability to discipline and control oneself.