

# The propaganda of commodities

[Linguistics](#), [English](#)



English February 28, Topic: The Propaganda of Commodities

The main idea of the article, "The Propaganda of Commodities," by Christopher Lasch:

Propaganda is one of the important weapons used by the modern advertising world, for its relentless war in the consumer market to get a firm foothold for a particular product or for a group of products. "Advertising," said Calvin Coolidge "is the method by which the desire is created for better things." (431) In the consumer market impacted by industrialisation and internet revolution, the entire world is one market for the goods manufactured in any country. Goods are sold through catchy slogans, colourful handouts, imaginative and informative blogs, and advertisements in print and electronic media, which are all the ancillary tools of propaganda. The modern manufacturing processes for mass production of commodities and the necessity to create ever-increasing demands need to function tandem. The article throws light on the necessity to create a solid demand for the avalanche of new products that engulf the market and prepare the mind of the consumer to accept them, whether his requirement for such goods is genuine or not.

My relation with this article and how it influenced me:

As a consumer, I take this article as a warning to keep check on my expenditure. I have seen many advertisements that appeal to my emotions and a want is created, which is not there before the contents of the advertisements begin to cast influence. Lasch provides the specific warning to the gullible consumer and he writes, "The American economy having reached the point where its technology was capable of satisfying basic

material needs, now relied on the creation of new consumer demands—on convincing people to buy goods for which they are unaware of any need until the “ need” is forcibly brought to their attention by the mass media.”(431)

So I make it a point to ask a question to myself whenever I visit the super markets, whether I need this product? Whether it will contribute to the happiness and welfare of my family? The famous author Bernard Shaw is asked once, why he visits the market regularly but never buys anything. He replies that his purpose is to verify how many new products have arrived that he doesn't need!

#### Works Cited

Lasch, Christopher. *The Propaganda of Commodities*.

(This article has been forwarded to me by the customer for writing the summary)