

What do you think
Tolstoy would say
about today's
consumption patterns
in today's...

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What do you think Tolstoy would say about today's consumption patterns in today's developed countries? It is obvious that nowadays, in this generation, the world is dominated by marketing, media, advertising and it is now a necessity for every one of us to become consumers. In return, consumption brings about negative associations as billions and billions of people are all consuming though all of these will boil down to one's desire for entertainment and pleasure. We can see bigger corporations who in a way, creates such "brand vision" in which consumer tends to patronize. More and more developing countries are indeed progressing because of those markets that can bring upon money behind their sacks. It turns out that people are being puppets for consuming products with such labels/brands.

As we remember the philosophy of Tolstoy about conspicuous consumption we can consider that thinking of oneself subjectively is harmful. Chasing for the material wants; it could possibly divert one from pursuing the internal, spiritual goods. I think that Tolstoy would criticize those developing countries whose aim is to produce more products, highly luxurious enough for the consumers to advertise to others a well. Tolstoy would not be happy in seeing that such material things would distract the people from utilizing the internal and spiritual goods. And Tolstoy will probably say that this world especially the developing countries with such pattern of having conspicuous consumption can be very harmful to them in the end such that contentment could not be attained and could just be very passive for the inconvenience it would give when we want again something new. For Tolstoy, in order to be capable of living a good life, satisfaction must be within oneself and should transcend the subjective desire of the people.