

Value of exposing ourselves to social commentary essay example

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An analysis based on commentaries by three authors

An analysis based on commentaries by two authors

Thesis statement:

Exposure to justifiable social commentary makes us reconsider the way we live and think.

There is no dearth of accomplished writers and social commentators who perceive the world a little differently. The common folks do not approve of what each of these atypical social commentators have to say. There are myriads of writer who preach about impractical and impossible social changes to make- like allowing sex with animals; while some elucidate logical messages on conservation of environment, safety and morality. We don't have the time or interest to consider every message they give. But still, when they make a point which is actually worth pondering over, any sensible reader would be drifted towards analysing it. This short essay is aimed at illuminating how certain social commentaries do affect the way we live or think. The brief analysis has been done on the basis of reading commentaries by two authors namely Naomi Klein and Will Braun.

Naomi Klein' perspective

Born in 1970, this author is evidently against the globalisation hoopla and does not approve of brand-oriented consumerism (Co-opting Dissent, 2001). She personally experienced being on the verge of unemployment due to the brand-oriented strategies for marketing. She has clearly indicated that the big names in market such as Walmart, Saturn and Shoppers' Drug Mart are not like ' a caring friend' as they claim

to be so. She has explained how several brands have slogans which do not suit the situation and sound ridiculous in the context of what these brands actually do. The slogans like ' Everything you want in a drug store' and ' a caring friend', according to Klein, don't go well with the profit-making drug stores. The ' Beyond Petroleum' slogan by British petroleum too was a little sceptical. And about their slogan, as Klein believes- they have a reality problem, not communication problem. In conclusion, a reader would definitely think about how the brand-oriented consumerism attempts to win attention through such words where actually all they care is profit. But, this thesis would not encourage many to stop believing in brand-oriented consumerism; we have to go for it in this age for trustworthy goods and services.

Will Braun's perspective

A writer, editor and organic vegetable farmer, Will Braun has always been close to nature. As it's his own vision which makes him care about the environment as well as family, it's not surprising that he approves of a life not imposed by extreme technological advancements. He quotes that technology stresses him right out. He uses a bike (bicycle) for transportation and believes that a car is not that a requisite to own for a hassle-free and easier life. His ' de-motorize your soul' campaign is evident through his life. The man chose to drive a bike to reach a Festival in Ontario from his home- over 1300 kilometres (Seven criteria for the Adoption of New technology, 2010). He does not consider the gadgets like cell phones, computer and electronic goods to be an indispensable part of life. But he does suggest that

a life with necessary dependence of technology can be possibly sought but the aim of de-motorisation would still be in process. His thesis is somewhat logical. It very essentially grabs the attention of a reader and compels him to reconsider the useless dependence of human race of machines, technologies and gadgets.

Conclusion

Both of these theses, by Naomi Klein and Will Braun are very well-written and presented with examples to make a reader think about it. But as said, exposure to justifiable social commentary makes us reconsider the way we live and think. So, a reader would not suddenly stop buying branded products or driving cars or abandoning cell phones and computers. But, they would definitely try to be less of victim to hollow brand slogans and extreme technologies. Personally, it's the Will Braun's thesis which leaves the deeper impression as it is justifiable. We are getting addicted to machines and do not go for physical work unless unavoidable. This not only hampers our life but environment's too. So, exposure to this social commentary is sure to inspire some positive changes in the lives of its readers.

References