

2/2/17

LESSON - 8

CONSUMERIST CULTURE - Cherian Alexander

I Glossary :-

- consumerism : the belief or practice which supports and encourages the buying of products and services
- path (informal) : fashionable and expensive
- ionic : a statement which conveys the opposite of what it is saying
- globalize : develop on operate worldwide
- brushing : purging
- array : range
- merchandise : goods for sale
- one : cross national product
- permeable : manufactures and suppliers
- machinery of : the attractive and convincing way of advertising a product through

different media.

- population : a great amount of something
- sophisticated : highly developed and complex
- trendy : very fashionable or up-to-date
- bubble : a small, showy market or speculation
- permeable upon : based on the reasoning
- irreversible : impossible to stop or prevent
- in-reverishment : stonily
- lured : tempted to do something
- entranced : filled with wonder
- unbridled : uncontrolled
- paradigm (n) : a model
- holocaust : total destruction
- embarked upon : engaged, undertaken
- civil societies : groups which strive towards an exploitation-free society based on humanitarian lines
- superfluous : more than is needed : unnecessary

II Answer the following :-

Q) The writer refers to the catchy phrase "Shop till you drop" in an advertisement.

Q) What is the meaning intended by the advertisement advertisers?

Ans) It means that the people can shop till they either run out of money or become tired.

Q) Why does the writer call this apt and ironic?

Ans) The writer calls this apt and ironic because of the media-driven mania of mindless consumption characteristics of the 21st century people.

Q) Which word shows that the writer is condemning consumerism?

Ans) The word mania.

Q) In the very first paragraph, the writer makes it clear that

Ans) It is very critical of them.

Q) The writer puts people, lota-cola and other artificially coloured, flavoured and sweetened water under absolutely essential to human health and hygiene

Q) Do you agree with this view?

Ans) Yes, artificially

Q) What is the success story of Pepsi and lota-cola?

Ans) Pepsi and lota-cola is sold even in the remotest, most and corner of the world.

Q) The second paragraph ends with "a seemingly never ending list" what 'list' is the writer talking about?

Ans) The writer is talking about all the popular consumer goods like cigarettes, hamburgers etc which are of no nutritive value but injure are harmful to people.

Q) What does an advertisement aim to do?

Ans) The aim of advertisement is persuasion.

Q) In the writer's opinion, shopping has become

Complete the sentence

Ans) More than the need

Q) What thrills the present day Indian shoppers?

Ans) The Indian shoppers have access to the kind of choice that people in the west have enjoyed for a

long time.

Q What was the 'dream come true' for the US returned Indian?

Ans The US returned Indian was describing indignation and wonder that in America they had 83 different flavours of ice-cream to choose from. The wonder the same thing in India. This dream has come true as such consumables are available in India today.

Q In the sentence, "And they take to it like ducks to water" (paragraph 5)

Q Who do 'they' refer to?

Ans 'They' refers to upper-middle class in India.

Q What does 'it' refer to?

Ans 'It' refers to high consumption life-style of the West.

Q What does 'like ducks to water' mean?

Ans The Indians, like the fountain pen in the West, would use leading high consumption

life-style today. The transition has been smooth and natural.

Q Does the writer approve of the attitude of the Indians spoken of in paragraph 5?

Ans No, the writer does not approve of the attitude of the Indians spoken of in paragraph 5.

Q What is the 'deep irony' referred to in paragraph 6?

Ans 'The deep irony' is that while pockets of prosperity are growing, there is a growing scarcity of the resources that belong to public sphere.

Q Substantiate your answer with any one example from the paragraph.

Ans Fashionable luxury resorts for the affluent are coming up everywhere, but lung spaces for public use like parks, and play ground are shrinking.

Q What is the trend referred to in paragraph 6?

Ans The trend is to push even the most essential services into profit on the market besides the private sector, so that some company can make a profit on them.

Who

Q) ~~What~~ does the trend benefit?

Ans It benefits some company which can make a profit on the marginal service.

Q) What is the impact of the trend on the poor?

Ans The poor are forced to become the consumers of increasingly expensive goods and facilities.

Q) What are the advertisements and marketing professionals working hard at?

Ans Advertisers and marketing professionals are working hard to see that even people who live at the subsistence level in remote rural areas are lured to become passive consumers of every product.

Q) How will it affect our villagers?

Ans The villagers will face commercial exploitation. A day will come very soon when we can get a bottle of coke easier than tender coconut or buttermilk in the village.

Q) What impact will it have on our environment?

Ans Our environment will be polluted with the increased presence of plastic garbage.

Q) What kind of vision do the enthusiasts of free market economy have for India?

Ans The enthusiasts of free market economy are dreaming of a day when all of India will look like the United States with two cars in every garage, McDonald and Pepsi signs all along every highway.

Q) Do you like India to become another U.S.? Why? / Why not?

Ans I do not want India to become another U.S. by becoming a consumerist society.

Q) What negative impact will the free market economy have on our country?

Ans The free market economy will destroy the local communities, co-operatives, small societies etc.

Q) Why does the writer say that the model of development based on consumerism is suicidal?

Ans The model of development based on consumer is suicidal and the price paid in ecological terms.

17] What according to the writer is the only way to restore sanity?

Ans The only way to ~~restore~~ restore sanity is for local communities, cooperatives, civil societies and democratic governments everywhere to take back the autonomy and the initiative for their own development which they recently traded away to the giant global business corporations.

18] As one of the remedies to the mal we have created, the writer suggests a re-awakening. What does he want to re-awaken?

Ans The writer feels there is a great need to re-awaken the numerous ~~existing~~ ~~existing~~ spiritualities and wisdom traditions of the various people of the world.