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Consumo, dunque sono by Zygmunt Bauman

Zygmunt Bauman

C'era una volta - nella fase solida della modernità - los angeles "società dei produttori", epoca di masse, regole vincolanti e poteri politici forti. I valori che los angeles governavano erano sicurezza, stabilità, durata nel tempo. Quel mondo si è sfaldato e oggi viviamo nella "società dei consumatori", il cui valore supremo è il diritto-obbligo alla "ricerca della felicità", una felicità istantanea e perpetua che non deriva tanto dalla soddisfazione dei desideri quanto dalla loro quantità e intensità. Eppure, come Bauman, rispetto ai nostri antenati noi non siamo più felici: più alienati semmai, isolati, spesso vessati, prosciugati da vite frenetiche e vuote, costretti a prendere parte a una competizione grottesca according to los angeles visibilità e lo status, in una società che vive in line with il consumo e trasforma tutto in merce. Ma proprio tutto, anche i consumatori. Ciononostante stiamo al gioco e non ci ribelliamo, né sentiamo alcun impulso a farlo.

The a part of this publication that i'm going to be mindful subsequent 12 months – instead of simply subsequent week – is his dialogue of the way consumerism has replaced our proposal of time. So, I'm going to begin with that. In historical Greece that they had relatively a special suggestion of time. They observed time as being cyclical. not only within the feel of the seasons and their repetitions, yet even longer cycles and repetitions. In a feeling this is often additionally a robust impression on Nietzsche's thought of the everlasting recurrence of a similar – this Greek thought of time being circular. The sunrise of Capitalism required a brand new type of time – person who was once linear and directional. Time's arrow, it's occasionally called. You can't rather have a idea of growth with a circle. Hegel overcame this via conversing of development spiralling. there's nonetheless one of those return, yet on a brand new and better level. Still, linear time offers a clearer thought of time as progress. We don't quite take into consideration growth anymore. It isn't that issues don't switch anymore, in fact, the other is the case. switch is omnipresent. lots in order that it really is like one of those heritage hum we nearly fight to hear. To seize this new universe, Bauman has get a hold of the belief of pointillism time. Pointillism is a Consumo, dunque sono technic of portray that grew out of impressionism. It includes making a portray through utilizing dots of natural color onto the canvas. From a distance those dots engage with one another to shape a picture – however, up shut they're a chaos, dots one beside another, one of those meaningless noise. But this isn't the one notion Bauman is looking for to deliver to our realization here. issues are geometric absurdities, geometric abstractions. some degree has no dimensions. No height, width, depth. but it's the basic notion of geometry. A point, then, is visible via Bauman as having countless potential. He explains that 'in the beginning' the universe was once some extent and with the large bang it turned anything infinitely more. Okay, so what have we received so far? we have now photos which are very unlikely to work out the which means of up close, yet which are made of issues of countless potential. we've a universe made of some extent that went a section crazy. the opposite bit to contemplate too is that the present view of the universe is that each element is teeming with power and that whether you had an ideal vacuum you definitely wouldn't have a vacuum at all, as debris might 'borrow' strength from the gap round them and pa themselves into and out of existence. Every aspect turns out to comprise countless potential, inexhaustible

in what it may inform us. He says that the Sunday newspaper this day most likely has Consumo, dunque sono additional information in it than your normal 18th Century individual might have encounter in a lifetime. whether that isn't true, a brief glimpse on the net will exhibit you the potent infinity of what it is easy to understand if we had endless time. So, which bits are very important and which bits could be adequately ignored? He tells the tale of Corinne Bailey Rae – anyone I'd by no means heard of prior to – who went platinum Consumo, dunque sono after a number of weeks within the charts after being a nobody. Who may have recognized that this actual aspect within the universe was once approximately to extend and turn into crucial wisdom for a complete workforce of individuals extra or less instantly? what's best during this tale is that this bit: 'My mum teaches in a first-rate school,' Corinne instructed her interviewer, 'and whilst she asks the children what they wish to be once they develop up, they say, "famous". She asks them what for they usually say, "Dunno, I simply are looking to be famous."' Bauman additionally makes the purpose that being shoppers is a remarkably contemporary phenomena. difficult to visualize that there has been a time while humans desired to be greater than simply consumers, admittedly. when you consider the metaphor in the back of consumption, the whole lot Consumo, dunque sono turns into rather unattractive. You know, hearth consumes, TB consumes – it's a type of laying waste. it's definitely a one-way process. yet even this directionality is overlaid with the assumption of pointillism. Capitalism, consumerism, seeks to minimize the space from showroom to garbage tip. and sometimes we even rejoice items changing into waste - eventually i will now get a brand new washing machine... the purpose is so you might be regularly frightened and continually dissatisfied. items will not be particularly intended to meet your desires, yet to regularly approximately fulfill them. back we're again on the issues in pointillist paintings. And we will by no means stand again a long way sufficient to determine past those issues of limitless strength to glimpse the larger picture. For those issues also are pointless. we're surrounded by way of quite a bit info the influence is far kind of like being surrounded by way Consumo, dunque sono of no information. Are earth tones in, or should still i am going with extra bright colours? whilst i used to be a toddler we used to snicker on the suggestion of fellows donning tights, now males get on pushbikes donning lycra and speak about their PBs on their demise rides. just like the atoms that pop into and out of existence, it's very unlikely to bet at the present time what is going to be vital Consumo, dunque sono or perhaps right here tomorrow. We purchase a lot stuff as a manner of expressing who we actually are. many years in the past Microsoft had a sequence of advertisements with humans saying, "I'm a PC". it usually appeared a section unusual to me – why humans would wish to fake they have been a machine? The Turing try in reverse. yet Bauman makes the purpose that to be a true topic in our society you should first develop into a commodity. To be a topic try to be capable of purchase the stuff that makes you real. to shop for the stuff that expresses your actual self (don't worry, there are really constrained choices, and even though they alter them all time, they arrive in strictly outlined different types – humans let you understand should you stuff up), To get this identification proving things you should have money. To get funds with the intention to be a important topic you must promote your self – you should be a commodity. To devour you want to enable a wide a part of your self to be likewise consumed. The a part of your lifestyles the place you're being ate up grows with time – soon, Consumo, dunque sono you will discover you don't have anything relatively in universal with humans rather a lot as with 'things'. you'll purchase issues out of guilt for the folk you reside with since you don't have any time to spend with them and our society affiliates love with stuff. then you definitely may possibly begin resenting them as you simply get to work out them if you are tired. Anyway,

they're ungrateful and infinitely passionate about their very own hand held machine – without end scanning for the only piece of knowledge that would flip from aspect to universe and aid them make experience of it all. As a lot as I gasp on the sheer brilliance of this guy – his picture of pointillist time is attractive – I can't support coming clear of interpreting his books feeling washed out and depressed. Still, I've began one other of his and feature *Consumo, dunque sono* one more ready through my bed.

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