

МОЛОДЕЖНАЯ СЕКЦИЯ

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SOCIETY OF CONSUMPTION AS ECONOMIC RESOURCE AND A TRY OF COMPREHENSION J. BAUDRILLARD'S VIEW

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Consumption is a factor influencing the state of the economy. The modern stage of technology and progress is the key to creating a huge added value, plunging the ordinary individual into the world of goods, giving him the means to an extensive system of consumption.

In modern civilization, there is no rational consumer who independently carries out his choice. Individual choice is dictated by real needs illusory – it is dictated by the structure of consumer society, which gives importance not to objects, but to abstract values identical to those alienated from them. Needs are produced together with goods that satisfy them. On this occasion J. Baudrillard mentioned: «consumer society is a system of relations, which the key function belong to a separate consumption of each of the individual mediated by the market» [1, p. 80]. Moreover business produces such cultural phenomena as tastes, desires, values, norms of behavior, interests in such economic system.

Accordingly society consumption imposes on its members the role of consumers bodies. Such a society is a natural result market economy. In that way consumer demand turns in the active component of the economic development.

References

1. The Consumer Society: Myths and Structures, [by] Jean Baudrillard. (Sage, London, England, 1998) [Electronic resource]. – 208 pp. – Mode of access: <http://www.peterheft.com/library/Economics/marxian%20economics/Baudrillard,%20Jean-The%20Consumer%20Society.Myths%20and%20Structures.pdf>. – Date of access: 11.02.2018.