

THE LAND OF PLENTY OF THINGS

We live in a materialistic world, or we try not to. If you want to count, to become someone, you have to have financial resources. Nowadays, the number of young ambitious people increases, which is closely linked to money. America is one of those countries that have these intense conditions. Materialism, competition and every day's survival.

It all began in the 1800's, where at first, the point of having money was staying alive, to survive. Later the money got more of a hedonistic meaning. The first settlers, who came from Europe to America, inhabited only the Eastern part of Northern America, as it had closer connection to Europe. But when the industrial revolution began, population also started to migrate the Western part. With the invention of machines, which replaced the work of a human hand, people started to exploit natural fortunes. That is how materialism spread all over the country. Class society altered, since two groups of people were established. Those who had money, political word and above average social standard, and those who had none of these characteristics. As the rich bathed themselves in money and lived the life of luxury, the poor kept their way of surviving each day for the rest of their lives.

Surely, the Great Depression did happen in the early 1930's, but America's economy rose once more soon after the World War II. The advertisement first spread its wide wings from 50's through the 70's. It was the time of campaign adds, magazines, newspapers and radios. The fifties witnessed a boom in labour-saving devices, such as the washing machine and oven. In the 1980's America started to realise the extended materialism, since some artists clearly objected this ideology. The economy was already on the top of the pyramid, yet culture still had to earn its right in the society. With the transformation of the culture, the society also had to go step by step with its changes. The influence of money started to spread among young population. Children with new toys, being in the centre of modern life, and having up-to-date technology. Children were and still are the targets of the home market.

So, the sadness in America's positive economy is that it has totally blinded the minds of young people, not able to think of true values in life. Every American believes that the more 'things' one has the better, and places material items ahead of experiences, including travel and spirituality.