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Dominant Ideology and Conspicuous Consumption

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Dominant Ideology and Conspicuous Consumption

The substantial impact of dominant ideology as well as the concept of conspicuous consumption in our daily life can not be ignored. Throughout our lives from birth to this moment of existence, the role that dominant ideology has played in our lives could be echoed through the annals of our social, religion otherwise political beliefs. The majority of the populace holds the concept of dominant ideology and in most cases, the concept may have been fitted by individuals who sought to govern the populace. Alternatively, the concept of conspicuous consumption refers to consumers of innumerable goods who opt to acquire these products through monetary expenditure of very dear costs simply to show off how affluent they are as well as their earning power but not for the sole purpose of satisfying their consumer-related needs. This essay aims at defining the concepts of dominant ideology and conspicuous consumption as well as the relationship between them.

According to the father of dominant ideology concept, philosopher Karl Marx, he held the credence that a system comprising of values, as well as morals, was established by the presiding political class to facilitate them exercise sovereignty over the working-class sect (Balibar, 2017). Thus, in my viewpoint, I regard dominant ideology to be an ideology where individuals have dominant masters who tend to control every action as well as decision in their lives. In our daily life, these lords comprise principally of the affluent and the presiding class. While the wealthy control the destitute as well as middle class, the presiding class control the entire society, besides they can threaten anybody they choose and wish. Hence, the concept of dominant ideology epitomizes the widely held values, attitudes, views and scruples by a majority of people in a given society.

Consequently, the concept of conspicuous consumption involves numerous goods' consumers procuring highly-priced and posh goods just to display their affluent status otherwise the expanse of coinage they make (Bronner & de Hoog, 2018). It is often manifested when folks buy kinds of stuff they least require. For instance, I can hardly distinguish the variance between purchasing a gold wristwatch and silver timepiece. The fact remains that both watches indicate time; In addition, one could find the gold timepiece heftier on the hand than the counterpart. In this regard, conspicuous consumption is simply an analogy people weigh on themselves by placing value tabs on their subsists. Notably, conspicuous consumption of goods is frequently utilized by many people in society to prove their preeminence over others. Similarly, a greater part of social classes exhibits ostentatious consumer effect on counterpart classes in addition to utilizing the concept of conspicuous consumption to advance otherwise sustain higher social rank.

Now, what relationship can a sociologist sight as the connection between dominant ideology concept and conspicuous consumption concept? Well, in a certain society, a set of values, morals, attitudes as well as beliefs shared by mainstream people in the depicted society are all epitomized by the dominant ideology concept. This concept can be associated with conspicuous consumerism in that the latter concept has been adopted as a means of determining who falls in a specific social class and who does not. Folks have advanced the conspicuous consumption comportment in return to utilizing it to exhibit sovereignty over the disadvantaged in the society otherwise those inferior to their social class.

In summation, having defined the concepts of dominant ideology and conspicuous consumption as well as the relationship between them, it is evident that conspicuous consumption is gravely ingrained in the public portrayed by personal acquisition of classy goods

as well as products just to show off to other people in the society. In short, conspicuous consumption has turned out to be a global view for mainstream folks on our planet earth and hence its association with dominant ideology concept.

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References

Balibar, E. (2017). *The Philosophy of Marx*. Verso Books.

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Bronner, F., & de Hoog, R. (2018). Conspicuous consumption and the rising importance of experiential purchases. *International journal of market research*, 60(1), 88-103.

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