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**Fetishism of Commodities**

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### **Fetishism of Commodities**

The critiquing the political economy, Karl Marx presents the term commodity fetishism in his philosophy. Karl Marx said that once a good is manufactured and goes into the marketplace, the monetary value attached to the work done to make the product cuts bonds from the creation procedure. Prospective consumers no longer associate the manufactured goods with the work that involved its production. As an alternative, its value originates from its charge label. In this regard, the consumer is alive to only one aspect of the product and not the labor involved in its production (Apter, 2018). In addition to that, the typical fast-food advertisement is an example of commodity fetishism and demonstrates the mask casing the faces of present-day consumers. Whether it is the Pizza Hut or McDonald's commercial, consumers are drawn to the grease-saturated delicacies of the fast-food industry. Often delicious and mouthwatering, the advertised foodstuffs turn into in and of themselves, establishing no association with the production practice. Consumers see each Big Mac as a unique entity, the bun, lettuce, and burger as a heterogeneous mass, and appreciates it as a solitary unit.

Moreover, Karl Marx anticipated the fetishism of commodities. In modern civilization, the emotional familiarities of inter-subjectivity and individualistic connections are commodified into distinct experiences that can be purchased and traded. Nonetheless, humans remain related to social production, but alienation arises since the production process assumes a material shape free from conscious action and independent of their wills. Though Karl Marx anticipated commodity fetishism, society has responded in a way that they are getting lost. For instance, the consumer world is dominated by price labels since money is the only way people see the world. However, individuals lose touch with reality in the process and consequently ignore the labor and other processes involved in producing the foodstuffs dominant in the fast-food industry. For

instance, for every burger one purchases at McDonald's, they do not get a tour of the agricultural machine or the beef farms that produce beef used to make their preferred delicacies. If people got a first-hand experience of the behind-the-scenes element of the production process, they might rethink their decision to consume certain delicacies.

### Reference

Apter, E. (2018). Fetishism in Theory: Marx, Freud, Baudrillard. In *Feminizing the Fetish* (Pp. 1-14). Cornell University Press.

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