

Many people say that we now live in consumer society where money and possessions are given too much importance. To what extent do you agree or disagree?

These days we humans live in societies where we trend toward materialism which is going to be widespread. While during last decades overindulgence in consumption has been an inevitable fact of people's lives, this trend has been criticized by groups of individuals who believe that the other aspects of human lives are as important as the consuming culture which should be addressed significantly and I would like to support this idea.

There are some clear reasons which prove that people are going to be consumers as much. The first and foremost one dates backs to the industrial revolution when middle class entrepreneurs and traders started to exploit a huge number of people in a materialistic way for greater economic achievement. trapping the trap of luxury at on-that time and thereafter is are considered an economic driver which affected to the amount of consumption of people. Also, in comparison with the past, the fear of the God is not as impressive as several decades ago. At On that time the religious concepts of people's lives were was more powerful which encouraged people toward spiritual matters rather than materialism. For example, In the past, considering the power of the church, people's willingness was were reinforced to be satisfied with very little . These days this concept is going to be disappeared, hence, materialistic trends are more prevalent in people's daily routine. Furthermore, the effect of advertisement on human's lives is highly eye-catching. A case in point is the influence of advertisements in books or games or TV on children as the target of marketers and advertisers to force their parents to buy their products especially when the whole family are bombarded with cutting-edge advertising messages whenever and wherever possible.in this case parents are transformed into compulsive shoppers. Last but not least, having this attitude that the more we consume, the better our lives could be, people consume more and more regardless of the way where they end up in being conspicuous consumers.

What can be significant in prevalence of the consumer culture is side effects of this phenomenon which can be subjectedaddressed. Firstly, there is direct correlation between consumerism and increasing the rate of transportation. When the change in culture as a result of materialism encourages s people to have access whatever they want whenever they want, so in this case the role of the transportation either international or domestic becomes significant. Hence, the increasing rate of fossil fuels and consequently global warming and melt-down. Secondly, some social problems lie in this

new culture of consumption. It creates unsustainable inequality and even affects the line of poverty when the rich get richer and the poor get poorer as a result of materialism. In case of children, as opposed to commercial-free childhood, this vulnerable generation are objectified by marketers which can be harmful. In this regard there is placed a lower priority on children's emotional, cognition and spiritual development than is done on training them to be little consumers.

To sum up, although a certain level of consumption can be crucial for societies to function actively and have healthy economic environment, it is vital to respect the other aspects of a human's life which reflects the invaluable factors of humanity

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