

## **All about Lifestyles**

To the Editor,  
Dear Sir,

This is with reference to our yearly phenomenon called 'All about Lifestyle' fair which is celebrated with a lot of reverence and fanfare. It is a common platform where all the manufacturing units team up with big corporate giants and display their consumer products in a very colorful and cheerful environment.

Although the 'fair' brings with it an 'occasion to go out' for its recreation deprived population but the catch is to go out and 'buy' and buy more. Little do we realize that we have been blinded by the magic of advertising and we are taking the bait, treading the way of the devil that has actually plagued the entire earth. This devil, our invisible enemy is called Consumerism.

The glamour and power of the media is utilized to its fullest to sell brands and products. One is mesmerized to buy and consume senselessly. I feel that we have enough of branding and promotion already in the electronic and print media in our daily lives. Do we really need to celebrate the cause of consumerism on an annual basis?

I am glad that we have amongst us people like Chomsky who have informed us about the notorious 'Corporate' World Order. CWO has turned out to be more dangerous than the WMD. It defies geographical boundaries, conspires to subjugate the third world through its economical colonization through its TNCs (Trans National Corporations) and other instruments under the garb of Free Enterprise, open flow of Capital and Globalization etc. These are the times of economic imperialism.

Like the famous line goes 'first they will make you really fat with 'Macdonalization' and then they will introduce slimming centers and lipo-suction etc.' Yes the 'Five star' and the 'Mall culture' is very much Global now with its beautifully packed products that have to be sold in collusion with promotion companies. Beware. 'Advertising', as put by Victor Papanek, 'is persuading people to buy things they don't need, with the money they don't have, to impress others who don't care is the phoniest field in existence today'.

In our case it creates deep craving and hunger for consumption patterns and life styles that cannot be sustained socially, culturally, environmentally or even economically and often it leads to class disparities which in turn increase frustration, anger and crime.

My suggestion is to think about it, make critical analyses of our needs and imposed lifestyles. It's time that we change our lives and life styles by rejecting unwanted products from our lives consciously and stop this Glorification of consumerism. Yes it's all about 'lifestyles' that can bring a change in our lives.

Danish Azar Zubay