

Free Thoughts



I am told that I should be happy.

“We live in a free market economy.”

“We are free to sell our labour power” [to the highest bidder].

“We are free to buy what we like, there is free trade.”

We have infinite choices.

So many choices. Choosing.

I am so free. I am so busy being free, so busy choosing;
no time to question pre-determined capitalist social relations;
no time to think, no time to remember *-exploitation-imperialism-colonialism-hatred-
misogyny-patriarchy.*

No need to think about the present, focus on the future.

Constantly haunted by telemarketing voices calling,
urging me to forsake the chance of emancipation.

Internalizing ideas to be externalized in my purchases; change your looks;
it won't cost a fortune.

Alienation-commodification-reification-appropriation.

Age of post-industrial globalization.



The ever-expanding opening up of world markets,
the cosmopolitan character of production and consumption.

Global connections to numb emotional severings:

Coca-Cola now available on every continent
(underdeveloped countries not excluded).

Producing of more and more: Revolutionary new modes of production.

Postmodern philosophy; micro-narratives of desire; new forms of accumulation in the place of
old ones.

Dollar stores: Culture of consumerism.

*Decline of social welfare-increasing unemployment- 3rd world pangs of hunger-children
dying in sweatshops-grieving mothers crying.*

*All in the name of Nike: designer labels-got to have them-window shopping-latest fashion
colours-got to wear them-mall to mall-from store to store-internet buying-online shopping.*

Temptations. Super Size it.

Buy one-get one free-bigger, better, faster.

24/7 MacDonaldis' drive in queues;

permanently open.

Blaring tvs; postmodern technologies;
in-between reality programmes they advertise solutions to my sadness;
but still, no sign of satisfaction.

The excesses of capitalism; mass consumption.

Grand narratives of ever increasing desires.

*Naked self-interest- callous cash payment- exchange values. Recycling; reproduction of
overused ideologies,*

*in place of old wants, new wants,
seductive allure of purchase; immediate fulfilment.*

*Visa card: never expires - buy now - pay later
- it's in your interest.*

And still, my happiness is but a spectre.

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