



# THE BRAVE NEW WORLD IS HERE

## The world of consumption

**Consuming is  
our Soma!**

Everything is about happiness. This is the highest goal of the dystopian society in the novel "Brave New World" written by Aldous Huxley. Being happy means working as fulfillment of one's life. They are born to work and made to love the work they do. Another meaning of life does not exist.

When they happen to have some spare time, they are predestined to consume. Otherwise society could not work. Don't ask questions, don't think, just be happy! If you have any problems or doubts, take soma, the solution to everything! A sense--numbing drug, which lets people forget their problems instead of solving them.

In our society as well the highest goal is to be happy. A lot of people drink alcohol or take drugs to have that happy attitude towards life. Someone who doesn't drink at parties is often considered abnormal.

According to a survey a quarter of American students take enhancement drugs before exams and many managers also take drugs to be able to handle their job, especially to have a happy and friendly attitude towards clients. These examples show that drugs are commonly used in our society. Others who don't take them are outsiders and are disadvantaged. As in the Brave New World this way of dealing with problems doesn't solve them because the expectations of our society remain equally high and sometimes can't be reached without drugs.

Apart from fulfilling these expectations we are expected to be happy all the time. Success is defined as the degree of happiness and amount of luxury goods a person owns. Consuming is one of our "Somas". Many people go shopping and buy new things. Instead of altering or repairing old stuff people simply dispose of it and buy something new. A good example of this are consumer habits regarding food and clothes.