Marx and Commodification

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Commodity Fetishism is a concept presented by Karl Marx. It was a criticism of capitalism when Karl Marx said that in a capitalistic society social relationships involved in the production are economical. Under this framework, Karl Marx opines that capitalism transforms all the subjective aspects of the economy and human life into objective commodities which can be bought and sold (“Communist Manifesto (Chapter 1),” n.d.). The word Fetish is used to describe inanimate objects that possess fantastical powers in indigenous cultures. Based on this understanding he stated that commodities exist in two states one is the physical presence and the other lie in the heart of social relations. In the capitalist world, these social relations are not identified in the commodities and this is called commodity Fetishism.

In the contemporary world, there are numerous examples which represent the notion of commodification. The first example is of the products sold on E-commerce sites. The sellers don’t have any information about the manufacturers of the products. Another example is of big shopping marts where commodities of different brands and use are present. And the last example is of Uber which provides cab service to the users. Uber commodifies the service of transport in exchange for money and there is no social link present between the user and the service provider. So these are the best examples of Commodity Fetishism. With reference to these examples, it will not be wrong to say that these examples are of big brands and thus the concept of commodification is related to the term "branding" in popular culture. In addition to this, it is cardinal to note here that the internet is playing a vital role in promoting the products and services in an effective manner. The use of internet has made it easy for the consumers to buy products according to their ease. Thus the internet, especially social media has improved the future of consumerism.

**References**

Communist Manifesto (Chapter 1). (n.d.). Retrieved April 2, 2019, from https://www.marxists.org/archive/marx/works/1848/communist-manifesto/ch01.htm#007