Most people nowadays are very attentive to the condition of corporations in the United States. They are getting this information from sociological research books, journals, or even articles written by sociologists. The most interesting issue in these sociological books, journals, and articles is culture jamming in the United States, which is developing slowly. In his book, *Culture Jam*, Kalle Lasn describes the influence of consumerism and vandalism on people’s thoughts and behaviors. The book describes consumerism as the basis for evil in the modern world.

According to (Harold 189-211), culture jamming disrupts the culture of media and its institutions of mainstream culture, which involve corporate adverts to influence people’s thoughts and initiate new concept and ideas in their mind. As a matter of fact, most of the media in the United States are under control of corporations. Lasn (35) refers to corporations as the king of media. Corporations control all information that is presented by the media, and thus, it is extremely difficult for people to express their feelings through the media. Therefore, the problems caused by these corporations to humans may not be known to the society. Many social crimes are committed all over the world, but little is revealed to the society because those in power exercise it to avoid the spread of information to protect their reputation. Therefore, through the use of media, corporations can fully control people’s thinking.

The main idea behind culture jamming is that people are not given a right to choose whether to be exposed to commercial or not. Everyone is, therefore, exposed to commercial on a daily basis without giving their permission. Harold (189-211) outlines that those commercials
have great influence on the behavior and thoughts of people, e.g., they encourage impulse buying. Many large corporations spend millions of dollars to encourage people to buy their advertised products by flooding them with well-crafted luxurious ads on media channels like radio, TV, newspapers, magazines, billboards, benches, and even buses (Harold 189-211). People strive to earn more income to buy items only to feel disappointed later. It is unclear why they are so eager to earn more income and get more acquisitions. One of the reasons is that their thoughts and following actions are under the influence of commercials presented via different media channels. This shows how people’s thoughts have been influenced by commercials. Therefore, this is a good reason why most teenagers buy products from famous corporations under the pressure of commercials.

Culture jamming has significantly disrupted media culture and mainstream culture institution over the last decades due to an increasing power of media and huge impact of commercials (Harold, pp. 189-211). Adverts from famous corporations have significantly shaped thoughts of people and influenced their lifestyle. Moreover, the control of media by a corporation also determines what facts journalists obtain from an environment they live in. The phenomenon of wasteful spending and mass globalization as it is now known to everyone has its origin in the 20th century. In the last decades, most of marketing campaigns of big corporations, regardless of how ideologically fraudulent they have been, played an important role in the development of prosperous economy. However, in years to come, by advocating that almost utopian image of a better lifestyle, the concept of globalization turned into filthy deceitful practices.

With time, all corporations understood that their sales do not depend so much on production and marketing of their products, but rather on selling brands which people would happily welcome into their lives. Success of a certain brand was not dependent on product quality, but on the manner in which it could pass through the culture and develop the cult of a
‘super brand’. Well-known brands like Tommy Hilfiger, Coca-Cola, as well as McDonald’s became respected in the world, attaining the physical presence in the areas of public in the corporation type of sponsorship focusing on available buyers with visions and disrespect for purity or decency of the private space. Since the brand has become the main part of the business, the space of public has become more and more infringed by private logos (Peretti 127-142). What people used to perceive as a general space used only by the public, is nowadays broadly used by corporations. Moreover, as continuous rivalry for consumers has become more radical and intense, specific strategies are needed to control space. As a result, public space has been privatized, while others have no place in the world, which is resistant to this trend.

In spite of the fact that several multimillion corporations seem to be interested in the privacy of their clients and buyers, they tend to appeal to the public through the use of media channels to thoroughly influence people’s thoughts and encourage mass consumerism. They use commercials to initiate certain cultural systems and values while predetermining social ideology and equating personal joy with possession of their products (Carducci 166-138). Corporations do not allow people to think outside the box or embrace uniqueness and they believe that the right to choose should be limited to a few set variants. These greedy practices create a lawful hazard to general authority. Corporations usually assault privacy of people, influence administrations and politics, and create excessively fake needs. In this case, culture jamming, a reaction against the developing cultural economic reach of international organizations, has taken the form of cultural movement of embracing not only politicians, intellectuals, and even musicians who are undoubtedly thankful to such corporations, but also independent artist who still can specify illegal and inconsistent practices of these corporations (Peretti 127-142). With the existing environment, despite the optional guarantee and interactivity, there has been a radical decrease of public space, while private corporations monopolize and consolidate the market. The increased
number of corporations have begin to accept the model that embraces hiring and outsourcing cheaper labor in developing nations, causing a decrease in work quality.

As differences between closely related products have diminished and the rivalry on brand identification became concentrated, corporations engaged in continuous fight for consumer attention. When such corporations enter the game of advertising, there is out way of this cycle as there will be series of logos on the same product. As a result, a corporation has stretched out, positioned itself as “culture” manufacturer and generated more innovative approaches to deliver its message to the public. They have moved from luxury logos on themed parties and golf resorts to campaigns that emphasize the feeling consumers experience when using a product rather than how the item operates or what it does. Commercial industry has sold their services through promises to develop culture from product traits.

However, with propaganda of objects and graphics in public spaces, there is only false impression of greater option. Once an international corporation decides to triumph over the market, it uses all its capabilities within its reach. Instead of opening a single store in a particular region, corporation, such as Starbucks, uses its private approach and resources known as “clustering” to simultaneously open up various stores (Carducci 166-138). They make use of economies of scale basis to outplay small owners of business, who cannot compete on this business scale and retain their market share. Corporations cannibalize one another since the opportunity to dominate the market is their major focus. It does not matter whether the particular store makes a profit since profits are earned by possessing the marketplace, which in its turn is founded on restricting consumer options. In fact, consumers have high preference for coffee, but the result is that small industries that produce exceptional products cannot risk entering the market (Carducci 166-138). This is because multinational corporations have conquest the market, and thus consumers find themselves dwelling in a universe of products that can differ in size or shape but are all identical.
Ironically, because of restriction on accessible products, US consumers have been forced to purchase products manufactured by big corporations, thus further supporting their development and corroding opportunists of employment and encouraging exploitation of employees abroad, specifically youngsters and females. This decline in workers resulted in insecurity for American employees left behind by a multinational economy. Citizens of America have, therefore, to stop the overwhelming capitalist influence of consumerist social order by not buying unnecessary products and simplifying their lives. In efforts to achieve American Dream, most people have spent money on various luxuries, while not being able to preserve significant things they require and have to purchase, like their own houses. Inability to pay mortgage results in expulsion, and this excessiveness and speculation are attributed specifically to the crash or stock market. Consumerism is anxious with private needs, options, and satisfaction, an, successively encourages overwork, stress, huge debt, family issues, community problems, and, most significantly, the boost of economic disparity (Peretti 127-142).

In general, this paper illustrated how media, corporations, and consumerism have deeply influenced minds of people, specifically in United States of America. Due to the fact that people are not given freedom of choice, they get used to all commercials around them. Therefore, corporations deliver their messages through various channels to all citizens of America. In spite of the fact that some multimillion corporations seem to be interested in privacy and individuality of their clients, in reality, they lean to appeal to public through media channels to influence their minds and impose thoroughly selected messages of globalization and public consumerism. These corporate practices really infringe privacy of people and generate excessively fake needs. The natural reaction against rising cultural and economic reach of international organizations is what Kalle Lasn refers to as culture jamming in United States. Those who supported culture jamming made efforts to describe the problem and outline options for living a more “authentic” life. To end the conflict, Kalle Lasn recommends to end branding America through disrupting data flow
as well as to resist against the brand power through breaking media. This will help Americans have freedom of choice rather than being dictated.
Works Cited


