



Dear Organisers of "Something to say"

I have been studying the module Consumerism ^{we have seen the most appropriate text} ~~discuss~~ the ~~following~~ ^{following} ~~texts~~ ^{texts} by Bruce Dawes poems - "Enter without so much as knocking" (ie "EWSMAK") & ~~the~~ ^{the} ~~video~~ ^{video}, a cartoon from Leung & the film, American Beauty, ~~also~~ ^{also} reflect ^{strongly} their ~~views~~ ^{views} on society & ~~and~~ ^{and} ~~their~~ ^{their} ~~influence~~ ^{influence} on consumerism. The most appropriate text will ~~it~~ ^{it} be discussed ~~to~~ ^{to} be decided after the thorough analysis of ~~these~~ ^{these} ~~texts~~ ^{texts}.

In Dawes poems, he ~~states~~ ^{states} focuses his satirical voice on the consumer culture. He aims to highlight the lack of meaning, the paucity of communication & the domination of the media in our Modern capitalist society.

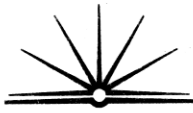


In "EWSMAK", he aims to make aware of world we exist in & the law we live in it - being conscious of how the media & our material society manipulates us. Dave also suggests that the contemporary society is false & superficial, the name "Bobby Dazle" epitomises this, as we are not born to the voice of our matters our fatherly voice but a host on channel 8 & 7. This is also shown with the use of ADVERTISING Jargon to express society's obsession with appearances, for eg. the mother is an "Economy sized" & the father is a "Antony Squares summer weight dad". Consumerism has now defined identity & lack of individuality.

Dave also suggests that the

modern life is rushed & brief.

The pace of the poem is hectic & the intrusive multiple narrations contribute to a sense of disorder & confusion. - "Walk, don't walk, Turn left". The fact that his entire life can be summarised into 2 pages also reflects this. The poem ~~starts~~ ends "Blink, Blink cemetery" & "silence", almost the same way it begins "Blink, Blink Hospital silence". Also in the latin phrase "remember man that you are dust & unto dust you shall return". - this cyclic structure represent a continuous cycle of events which emphasises life's brevity & futility. The death of the man in the ~~car~~ car accident is represented by the punctuation mark of a dash.



This reflects the ~~as~~ meaninglessness of life, indicating that there is nothing else to be said about it.

Dave Courtney in ~~this~~ the poem through exaggeration that ^{or} consumer society offers no spiritual value & that life is meaningless & amounts to nothing. This critical view of consumerism is also seen in *Televistas*.

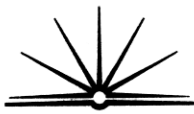
In *Televistas*, it satirises the extent to which people's lives are dominated by the media & how it provides a substitute to living one's own life. ^{our} Consumer society seems to "watch" rather than "act". In combining ~~televistas~~ television & *vista* (a long view) in the title, this represents that consumers of ~~the~~ TV ~~are~~ have



restricted their views of life to the TV life. The 2 centre characters of this poem are dominated by the world of TV, as they are introduced by the TV sets they use (she was a Sony oriented & he was a Rank-arena bred), the various stages in life are marked with particular programs & time is defined by the TV schedule. Even Love, as her invitation to "watch with me awhile" is almost akin to a seduction.

Dave also suggests in this poem that all aspects of consumerism is dehumanised & debases human loves & relationships.

As the couple is watching snacking away on their Sammys & cheezels (snack foods) which represent

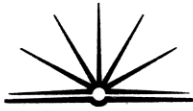


diminished meals, this parallels
to the couple ~~the~~ experiencing something
less than the fullness of existence.

TV media over today ~~at~~
every aspect of our lives, controlling
what we eat & even our relationships.
Reality & experiences are defined
by media controls, a concept
explored by a cartoon by Leunig.

This cartoon by Leunig depicts
a father & child watch a sunset
on TV while through the window the
reality occurs but is ignored.

This satirises the severity of
society's reliance on TV as
(not only a source of entertainment)
~~but~~ a source of knowledge
(as it gives them an ^{easy} outlook
of the world through the news,
documentaries & lifestyle

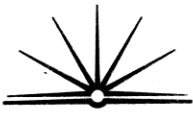


programs etc but not knowing that they are all controlled & contrived.

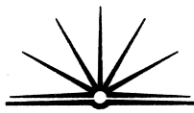
Also, ~~in~~ the Fascination & attentiveness seen in the eyes of the father & child as they watch a "simple" sunset

is questions the intelligence of viewers of TV, and ultimately like Dave, suggests that ~~we~~ ~~consumer~~ the contemporary society should ~~re-evaluate~~ re-evaluate what we seek comfort & direction from.

~~The~~ ~~the~~ The Film "American Beauty" directed by Sam Mendes is an exploration of the superficiality of American Society, & the destructiveness of our pursuit & idolisation of ~~the~~ ~~our~~ materialism. The film is about a family ~~who's~~ lives



have been de-railed. The individual members of this dysfunctional & joyless family are fooled into thinking that the American Dream involved materialism & status, and that these things would bring happiness. It is this obsession with pursuit of the all mighty Dollar, superficial beauty (ie a "\$4000 sofa"), luxuries & conveniences that lead to people neglecting their mental health & relationships with others. Thus, Lester & Carolyn (parents) neglect Jane. Carolyn thinks that Jane should be grateful that she doesn't "live in a duplex" (as she dad) and that she has "nice things", But what she doesn't realise is



That Jane, like most children, would prefer to have a close & healthy relationship with their parents. This study of suburban disappoint shows a reworking of the stereotypes, conveying that beneath all the wealthy facade of Middle America lurks a lives emptied of ~~beauty~~ beauty & reason.

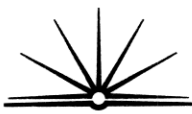
~~In the begin of the film, we see Carolyn, as Lecker describes as joyless, meticulously cut~~

This absence of beauty shown in the extended metaphor or motif of the Red Rose.

In the begin of the film we see Carolyn, as Lecker describes as "Joyless", ~~attles~~



meticulously cutting the roses in her garden. The roses are all neatly cropped & even cut, each rose being carefully ~~cut~~ controlled to copy the ~~rest~~ other side order, - this ^{is} sign of beauty being controlled to an ideal ~~perfection~~ perfection. Later in the film ~~we~~ see as Lester starts to ~~fantasize~~ fantasize about Angela, ^{we see} Rose petals exploding all around them. Finally in the ~~last~~ ^{last} scene, as Lester is being murdered, the vase of perfectly garden-tended roses ~~on~~ sitting on the table is shattered sending rose petals flying all around his body in a symbolic ~~thing~~ of flying of raw beauty being liberated



from a controlled perfection.
This being parallel to the man
in "EWS MAX" as with his
death, ^{never freed from} life's obsession with
possessing & consumer. -
"No Bobby Dazzler, No down
payments".

American beauty was last but
definitely not least. From the
following analysis, I conclude that
"All American Beauty" would
be an excellent text to be
included. It is modern,
an excellent movie (winner of
5 Oscars) and most importantly
it makes a deep deep reference
to our consumer society. ~~be~~

Though, having a rating of
(MA) with drug use & sexual
references, this may be



something to consider.

yours sincerely

Wills