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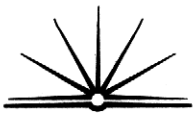
The impact of capitalism on a wide level is quite significant and damaging. ~~the~~ At a national and international level, capitalism is impacting the environment, other societies, war and power distributions. The research methods used ~~to obtain information~~ ~~are~~ are 'content analysis', surveys and observations which helps to discover the way capitalism penetrates the individual.

Firstly, capitalism is a belief system (BS) based around power - who can have it, how to obtain it and how to keep it. It originated as mercantilism in Rome and expanded ~~with~~ parallel to the Roman Empire. Capitalism today is an all-encompassing BS which inculcates its own lifestyle and belief in commodity and consumption as a source of wellbeing.



Its impact on the wide society with regards to the destruction of tradition is quite significant. Through a survey of local students and a content analysis of 30 articles regarding capitalism, it can be seen that the majority of people believe that capitalism is a world wide phenomena. However, according to the Heritage Institute of America, only 7% of ~~most~~ countries practice capitalism. Still, these few countries are diffusing capitalism, mostly through transculturation, for example America and Bolivia, and successfully are destroying many unique cultures and traditions by placing all emphasis on money, commodity, and consumption. ~~For~~ <sup>America</sup> has tried to 'buy' water companies off Bolivia and raise the price to increase profits, however Bolivia is already a starved and poor nation

Therefore their only option was to protest and buy back their own water companies. Although they successfully achieved this, the culture of capitalism had already been introduced through the factories and as a result a major conflict was arising between traditions and this new money driven world. Similar examples can be found world wide at all levels including Mesambique, Japan and the Ukraine. ~~The context~~ Similarly, in a newspaper article printed in 'The Age' newspaper by some name titled 'New capitalism needs reality check', a link can be drawn between reality TV game shows and the culture of capitalism. Shows like 'Big Brother' and 'House Arrest' present a 'winner-takes-all' attitude to the world and studies show that this value is being adopted quickly by younger generations who begin



to question traditions. In accordance with this theory, a survey conducted by local students showed many younger western people, aged 12-14, believed whole heartedly that winning was everything. One student even commented that 'second place is the first loser'. These kinds of attitudes, enulturated by other societies through technology are diminishing their own values and beliefs and are resulting in a 'quick-scale' globalisation.

Similarly, content analysis of <sup>30</sup> articles shows that capitalism in selected countries is a major contributor to environmental damage. 27 of the 30 articles were discussing the environment with regards to capitalism, and 20 of those articles were criticizing the BS. In Syn Karas Theory of Objectivism

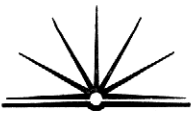


text, it states that no one can be happy with goods but only those who achieve will be successful. According to Dr. Manne, this attitude has resulted in consumer goods becoming a 'spiritual relief' for some and purchasing is now seen as a leisure rather than a necessity. As a result 35% of the world's population, a vast majority in capitalist nations, use one 80% of the world's resources and pollute and damage the environment. A majority of students surveyed believed that money was more important than the environment, mimicking the culture of 'natural capitalism' and contradicting the ideology and worldview behind it.

Similarly, this BS has ~~not~~ <sup>created</sup> poverty and famine for many other countries.



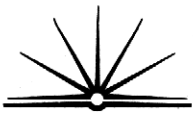
resulting in war. The current Anti-Terrorist movement can be categorised down to difference of beliefs: The Lawes versus the Lawe nets. Capitalism gives western people commodity and consumption while Islam prophesize against materialism. This ~~creates~~ <sup>creates</sup> a large scale conflict ~~involving~~ <sup>involving</sup> the entire globe. When debating the issue, ~~in~~ a small focus group, it was discovered that these beliefs are the underlying viewpoint that many young and middle age classes take, and this is mirrored by the language used by journalists and reporters. For example, the beliefs take on by Islamic fundamentalists are challenged by capitalists through words. "Kidding women", 'evil', 'abominable' were words used to describe the 'terrorists'. While words like 'civilised', 'proper' and



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'Right' were words used to describe western culture.

Lastly, capitalism creates conflict against democracy in many nations. The people no longer have influence or power over change and continuity. Rather, it is those with money, status and capitalistic fame who control power and governments. The elite class who hold power, for example Kerry Packer, Kio Tinto and SHPB. Utton, hold governments and retain power over them. For example, the capitalistic giant of McDonalds overrides many populations by their influence over the government because of their economic power, eroding tradition and stealing any democratic power from the people. Newspaper articles and particularly, SBS news reports are



of this opinion, as well as the people present at the small discussion/ focus group conducted.

In conclusion, the impact of Capitalism on the wide society is a rather negative one causing conflict, destruction of traditions and environment and ~~and~~ destroying democracy. These themes were uncovered through a survey, focus group and a content analysis exercise.



impact of  
stakeholders

→ who are they?

→ media = popularity ) control what?  
= conflict

→ WB = diversity / popularity ) control  
= conflict what?

→ JK Rowling → popularity ) control  
→ conflict

