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The value(s) we apply to "World-Stuff" is relative to manufactured conventions of our consumerist society

**MASS CULTURE AND BRAND IDEOLOGY INTEGRATE SOCIETY INTO  
AND STABILIZE THE CONSUMERIST SYSTEM**





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**THE STRUCTURED IDEALS OF OUR CONSUMERIST SOCIETY DETERMINE  
THE WAY IN WHICH WE AS INDIVIDUALS LIVE, THINK AND COMMUNICATE**





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**ARE WE PRISONERS OF CONVENTION OR ARE THE MANUFACTURED CONVENTIONS  
OF OUR SOCIETY THE KEY TO OUR FREEDOM AND INDIVIDUALITY?**