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Romanticization in Media

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Question

How does romanticization in media and capitalism effect each other?

Background

In almost all media forms today there is some aspect of romanticism being put into practice. This allows for the viewer to be able to enjoy the media more. It gives the viewer a perfect ideal to live up to or allows them to escape from their reality. These ideals are achieved through purchasing items that will make the viewer more like the character/influencer they are trying to be.

Discussion

Television: Television shows such as, *Gossip Girl*, *Sex and the city*, and *Friends*, all project the idea of an ideal place. This creates a false narrative that can be harmful to the people buying into it.

Social Media: Social media also is a real life projection of a false perfection. This false reality makes people become consumers to try and become like their favorite influencers.

Before capitalism: This need to romanticize life through media was created before capitalism. Thus the question becomes: Did romanticization act as a catalyst for capitalism?

Product Placement: Product placement is a large part of how media promotes a certain type of lifestyle. When a specific character/influencer uses a specific product in correlation to their “ideal” life, then the viewer will want to buy it in order to also achieve this ideal.

By Products

- creates harmful self images for people.
- makes people spend more money.
- negatively effects perception of reality.

Conclusion

Media and capitalism have become tied together in current years. Capitalism has made media become more idealised in order to uphold its ideology within it. Media has ecome so curated that it is inadvertently projecting capitalism onto its viewers.