



Marxism & marketing

A Neo-Marxist perspective on White Cider

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From a Marxist perspective, an alternative argument can be presented. In applying a neo-Marxist perspective we need to ask some questions.

First, we need to ask ourselves who benefits from the production and sale of White Cider?

Certainly, the organisation producing it is. After all it is profit motivated and that's why organisations exist.

Secondly, we can ask ourselves what benefit does the customer who drinks it get?

Well, the very nature of alcohol is a depressant, pacifying the consumer into an alcohol induced stupor that renders them incapacitated to act in any meaningful way.

Finally, we now come to the critical aspect of this topic – why would a society want to sell a cheap alcoholic product aimed at the most vulnerable people in society?

Certainly, White Cider is not drunk by the middle classes who Marxism would argue produces, distributes and markets this product. Instead, they are more likely to drink more refined beverages, ones that do not incapacitate so quickly.

Indeed, Marxism would argue that White Cider was invented by the middle classes deliberately to pacify other people into a position where they cannot challenge their power base. In other words, White Cider keeps the poor disenfranchised from challenging the status quo in society, and in doing so preserves the power and status of those who have wealth.

Indeed this Marxist perspective of marketing and alcohol is alluded to in George Orwell's book 1984, when the anti-hero Winston Smith on visiting a bar occupied by the working class proles, wonders in amazement at their lack of political awareness. Instead, the proles are kept happy by a constant supply of cheap alcohol that satisfies their immediate needs, leaving them unable or unwilling to question their lack of power in society.