

Ager's theory of alienated consumption and Its Realistic Enlightenment

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Abstract: In recent years, the ecological Marx doctrine represented by Ben Ager has gradually emerged, and has gradually become one of the most influential Western schools of Marx. Ager lobbied for the capitalist consumption point of view, criticizing the ecological damage, and the "alienation of consumption" concept connotation is rich, causes and hazards of a profound analysis. The study of Ager's ecology, Marx's theory of alienation and consumption will help to prevent the emergence of unhealthy consumption in the process of social and economic development. In this paper, the main contents of Ager Marx's theory of ecology consumption alienation is analyzed, and discusses the rationality and limitations of Ager Marx's ecology consumption alienation theory, and finally put forward Ager Marx doctrine ecology consumption alienation theory to China's socialist modernization construction enlightenment.

1. The main content of Ager's ecology and Marx's Theory

Ager believes that the development of productive forces and technology excessive damage is the main reason leading to the capitalism ecological crisis, and that the nature of capital expansion is of fundamental relevance, while the logical basis of nature and ecological crisis are unable to produce a good solution, so that in the process of the development of socialism, need to "steady state the economy" as a guide, slowing the speed of economic development, stable production scale and speed of economic development, through the method of zero economic growth to circumvent this problem, so Ager believes that the future of socialism is a reduction in commodity production, no longer make the non totalitarian labour and leisure alienation, workers autonomous, decentralized, and non bureaucratic the socialist". Specifically, the main points of view are as follows.

1.1 The economic crisis has been replaced by the ecological crisis

Marx's early vision, is due to the accumulation of capital and profit decline, wages will decline, even as unemployment, poverty caused by the working class, so the workers will revolt the overthrow of capitalism, making the crisis theory of capitalism to collapse, but this phenomenon did not happen. The capitalist countries in the period of monopoly capitalism, the basic contradiction of society are eased, the proletariat's economic status and living conditions have greatly improved, so even in the further development of global capitalism. Ager think this is because the modern developed capitalist countries in the social production and consumption coordination and control effect, which makes the crisis of capitalism has gradually changed, from the production field toward the consumption transition, therefore, Ager pointed out: "our central argument is that historical changes have been made on Marx's only original belongs to the production field of industrial capitalism economic crisis theory lose utility. Today, the crisis has shifted to the consumer sector, where the crisis has replaced the economic crisis." Alienation consumption theory.

1.2 The concept and connotation of alienated consumption

Ager puts forward "alienated consumption", which refers to the phenomenon that people strive to acquire goods in order to compensate for their monotonous, non creative, and often inadequate labor." This phenomenon does not appear in Marx's era, because the contemporary capitalist

countries in order to alleviate the domestic economic crisis, through some promotion and media to induce people's pursuit of consumption, in order to link the country's economic crisis. People do not really need this kind of consumption or some kind of luxury goods, but they are alienated consumption behaviors induced by the government. Secondly, the alienation of labor alienation consumption support, when capitalist governments use advertising as a media induced public spending, the relationship between demand and commodity is very complicated, people to meet their own consumption through. This is due to the highly concentrated in the developed capitalist society of the production process, people are not free and self, so by the consumer to find the value and meaning of life, the alienation of consumption not only reduces people's dissatisfaction and complain of labor alienation, the fundamental contradiction of capitalist society is to cover up. However, the most important point is that the alienation of Consumption Behavior Alienation production caused a great waste of resources and the environment, is not conducive to the harmony between man and nature, causing serious damage to the ecological environment.

1.3 The origin and harm of alienated consumption

Ager believes that the contemporary capitalist society is not sound, but full of various alienation, while the alienation of consumption is the most common and important phenomenon of alienation. At present, Marx thought that the main cause of alienation of capitalist society consumption for capitalism social alienation and labor alienation "fragmentation" and "ordinary" and "non subjective and passive, which makes people have excessive dependence on the psychology of consumer alienation. In order to meet the false consumption of alienation, capitalist industry was forced to accelerate production to safeguard the legitimacy of capitalism. The expanded reproduction of monopoly capitalism in the post industrial society stage is purely to satisfy this kind of morbid consumption alienation, people will feel "free" feeling, only to the consumer in the field to find, it is this concept of consumption alienation in support of the production system, promote the occurrence of capitalist capital accumulation and reinvestment. Ecological Marx doctrine holds a critical attitude towards alienated consumption. They believe that as a representative of excessive consumption, alienated consumption is not only a human nature, but also a major source of ecological crisis. Under the stimulation of alienated consumption, people's thinking and behavior are alienated, and excessive production will inevitably cause serious pollution to the environment, leading to natural balance and harmonious cup. Specifically, the harm of alienation consumption is mainly manifested in the following points.

First of all, the masses of the people are more dependent on the capitalist system and help capitalism to control society more comprehensively. This view has been marku support, he pointed out: "the consumer rulers can provide, attached lower people dominated the bureaucrats, is more firmly.". Secondly, the impact of consumer alienation in capitalist society, seemingly harmonious and stable, but the basic contradiction of capitalist society has not been solved, only to be covered, which makes the public discontent is transferred, and the overthrow of capitalist society thought gradually dispelled, extend the life of the capitalist system. Thirdly, the capitalist countries can maintain relatively high profits and control the excessive production of commodities by manipulating consumption. Finally, through the alienation of consumption, people indulge in material consumption and the pursuit of the normal development of other disabilities; alienation of consumption as an excessive consumption of unnecessary, will eventually lead to people's consumption demand more than can bear ecosystem pay; social people need not to participate in the management of the production process can be achieved through their own consumption; and through this consumer satisfaction, the working class has been satisfied, the revolutionary spirit was severely eroded, forget its historical mission, and this is the alienation of consumption brings the most serious evil fruit.

2. The rationality and limitation of alienated consumption

2.1 Rationality

First of all, the concept of alienated consumption is based on the basic principles of Marx, combined with the development trend of modern society. Although Agger is not fully recognized Marx's viewpoint, however, under the background of new era, through some methods, Marx's principle and standpoint of analyzing and criticizing the nature of capitalist exploitation. This is the basis of consumer alienation contradiction in capitalism is put forward on the two level, such as the exploitation, differentiation and oppression, repression, and alienation of human nature of the destruction of the ecological environment and many other drawbacks. The alienation consumption advocates the limitation of transcending capitalism system, and seeks the solution of ecological crisis through socialist theory. From this point of view, the critique of alienated consumption is the inheritance of Marx doctrine. Secondly, the critique of Ager's ecology, Marx's doctrine of alienated consumption advocates the harmony between man and nature through the steady development of economy. He opposes the alienation of consumption to stimulate the production of alienation, and constantly destroy the ecology. Under the stimulation of alienated consumption, the desire of man is constantly expanding, and the pursuit of material enjoyment without restraint will make man seek and exploit the natural environment indefinitely, and eventually lead to the deterioration of human living environment. Ager advocated to gradually reduce and disperse the industrial economic system through the steady economy model, restrain the excessive consumption of the people, gradually alleviate the destruction of the ecological environment, and realize the harmony between man and nature. In today's worsening environment, the concept of harmonious development of economic, social and ecological benefits conforms to the concept.

2.2 Limitations

First of all, alienated consumption focuses on the solution of the contradiction between man and nature, and plays down the class contradictions in capitalist society. Ager believes that the contradiction between social production and private ownership of the means of production of capitalism is deeply rooted, while the contradiction between capitalist production and the ecological system is more important. The Marx doctrine is more emphasis on the former, and that in order to realize the liberation and freedom of the proletariat, it must break the private ownership of the means of production, but does not involve the contradiction and agger. Instead of advocating workers for productive material, he advocated the return of self guidance and reason to the workers who had been enslaved and enslaved by experts for a long time, which made his theory of thought a utopian spirit. Second, Ager advocated the steady development of the economy. However, the problem was too one-sided and even denied the progress of science and technology. He advocated democratization, decentralization, small-scale technology has not been the objective law of scientific and technological development.

3. The embodiment of alienated consumption in China and the countermeasures to avoid alienated consumption

3.1 The embodiment of alienated consumption in China

Analysis of China's consumption alienation is always a huge tension caused by staggered time: after the reform and opening up for more than 30 years of construction, the rapid development of economy, the demand of commodity production and consumption are increasing, and this has obscured the consumption of different quality; at the same time in some regions and sectors of the excessive consumption and cause the overall consumption ability is insufficient, ecological destruction. At the same time, the commercial motivation of people chose the larger change has occurred, such as in the purchase of vehicles, also need to consider the purchase of a high-grade

residential, whether to buy a piece of clothes will be on the same level of fashion needs, such as mobile phone leather shoes. Television media, advertising and so on will stimulate consumption as an important gimmick, frequent replacement of its own set of jewelry, has a subtle influence on people. Secondly, after the consumption of modern theorists on the developed industrial society is not a kind of empirical research, which belongs to a type of judgment, to the modern advertisement as an example, in addition to marketing, advertising also caused a new culture to a great extent. Advertisements influence people's understanding by spreading their understanding of happiness. Finally, labor and leisure are completely separated. Marx believed that the alien nature of labor made the workers deny the essence of themselves in the course of labor, and this alienation was expressed by the separation of labor and leisure. In recent years, with China's public participation ability is insufficient, the ownership of the complex, gradually increasing the pressure of life, separation of labor and leisure gradually, people get limited leisure time through hard work, which makes the leisure time has become a kind of labor results. Overwork will cause consumer fatigue, in the face of sad variety, it is difficult for us to quickly find their favorite items, while Taobao's "double 11", vip.com's "6.18" activities, people crazy to buy, are doing this.

3.2 Out of the Countermeasures of alienation consumption

First of all, we should guide people to establish correct values and consumption view. For individuals, the formation of alienated consumption is actually the product of showing off psychology. We must change this concept and change the economic activities formed by the alienation of consumption. As the inevitable result of social development, spiritual consumption will occupy the leading position in a long period of time, he needs to comprehend the ability and knowledge of consumers with higher quality, more superb moral understanding ability. Therefore, the government must make the right guidance, through the construction, promote the proper values to guide people to improve the spiritual quality and cultural level and their consumption concept, correct the consumerism and production theory as the core idea, continue to promote the strategy of sustainable development, made steady and healthy development of the economy.

Secondly, promoting rational consumption and green consumption. In promoting the alienation of consumption concept, people through unnecessary spending to get spiritual satisfaction, and this abnormal consumption concept will stimulate the deterioration of production, so we must attach importance to environmental protection, pay attention to the ecological environment. The over exploitation, transformation, utilization and processing speed of human nature are far beyond the supernatural self restoration and regeneration ability, which leads to the emergence of ecological crisis. Therefore, we must reflect on and curb the alienation of consumer behavior. The so-called green consumption refers to the development and production of all meet the standard of ecological, natural resources can be in the range of restoration and regeneration, and human consumption goods in the protection of human health at the same time, the waste will not cause a kind of consumption mode harm to the natural environment, the government must do advocacy role, realize the development of the ecological economy.

4. Concluding remarks

Ager Marx's alienation ecology consumption concept is the foundation of Marx's evolution in crisis theory and has its rationality, however, are discussed in the production and consumption of the capitalist society has certain one sidedness. However, since the serious destruction of ecological environment today, put forward the theory of consumption alienation can lead us to confront the relationship between human development and natural development, provide guidance to the development of China's socialist economy.

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