Buy now or Bye-Bye!

Hi Kids! St. Nick here. Y'know, sometimes we forget how much social integration depends on the market. The legitimazation of our system (and your subservience) through utilitarianism and rational-natural law, depends on an ideology that is built into the economic basis, namely, the exchange of equivalents. This is how the pursuit of quantities of things takes the place of the quest for values, relationships, and control. Thus, commodity fetishism is both a secularized residual ideology and the actually functioning steering principle of the economic system. Without it, the system has to rely on more overt forms of manipulation and repression, and we don't want that, do we? So don't buck tradition, you'll only provoke a crisis. Do your bit for civil and familial privatism, and buy everything in sight this Christmas. Tell your pawnbroker Nick sent you.