Have a Holly Jolly Capitalist Christmas

by Kate Tucker

The original intention behind most holidays has been lost, for better or worse, at the hands of businesses as a way to boost sales. Christmas has become a time of gifts and materialistic values, and the growth of the Internet has allowed for a capitalist mindset to be further developed within the holiday season, exploiting the original purpose of religious holidays to grow big businesses and monopolies. How large corporations have used things such as advent calendars and other things with religious affiliation has destroyed most of America's intentions with the holidays.

As the meaning of the holidays has shifted, awareness of this shift has depleted. Now, it's practically unheard of to celebrate winter holidays without focusing on gifts, giving, or receiving. The focus on materialistic gratification has destroyed our economy, leaving many families struggling to pay the bills to buy the trendy gift of the year that will find its way to the trash by February.

Junk has crowded once meaningful items, and big corporations are profiting from last-minute shopping desperation. But why don't we just stop with the unnecessary gifting, reduce the pressure during the holidays and value quality time with loved ones rather than buying the new iPhone?

Don't get it twisted; like every other teenager, I am making a Christmas list for my family and planning gifts for my parents, siblings, and close friends. But this practice has pushed the "true meaning of the holidays" out the window and allowed capitalism to take over religion. In today's society, gifting is expected and sometimes required to participate in traditions and celebrations. Still, collectively, the holiday shopping craze decreases. In that case, we can push for more focus on authentic holidays and less on the capitalist take of the winter season.

According to Alliant Credit Union, Americans plan to spend the average of

$832.84

per person for the holidays.