“Now I get why your view is so Upside Down”

Our world is in a sense built off of cooperation, trust and reaching out to help others, our economic system however is built off mistrust, misinformation and deceit. Obviously not every one is out to get us but realistically they do want your money and they will do almost anything to get it. To get you in the mind set of this I have used footage of the a recent videogame “DmC: Devil May Cry” that tells the story of a man, who lost his memory when he was seven and woke up inside a nightmarish world and has done his best to avoid getting involved. But when he discovers the truth about his lost past he leaps into action. Since the footage is almost 2 hours long I have times listed that will help narrow the important parts.
http://www.youtube.com/watch?v=trK_b0cM_uU&list=WL4A0ED190BB7EC1A9

• 0:00- 1:26
• 4:00 - 5:00
• 11:56 -16:05
• 29:10 - 31:43
• 33:41 - 34:35
• 37:27 - 39:20
• 46:48 - 48:54
• 1:45:21 - 1:46:50

Okay now that you’ve seen the clips you are as the ending suggests “Awake.” The important thing to take away from these clips is the techniques that are used. We see it everyday but don’t realize it, we are all on some level or another influenced by the media that is put out there. We eventually cling to these products unwilling to let them go because we have in sense been brain washed to participate in these fads. The best examples of misuse of media to benefit them, are Apple, Facebook & Twitter, and the inspirer of DmC’s Virility Coca Cola.

Companies are always looking for the best and most intriguing way to sell their products. They will pay hundreds of dollars just to have their products shown in popular television shows or movies. Such as the TV series “The O.C.” back in 2003. Back in 2003 Apple was not the known computer company but not the widely known household name it is now. Apple has largely expanded having Apple stores, and many generations of iPods, and different variations. However the series The O.C. was sponsored by iTunes and was the first to show off Apple’s first generation iPod. The show was marketed towards teens, who are impressionable, they have no financial problems, poor spending habits and want to have the latest gadgets to make sure they fit in. The hope was that they would want to buy an iPod, and when they heard a song they liked from the show, they would go to the iTunes Store and buy the song or buy their Mix CD. It’s a great business plan nothing too sinister, that has lived on to today with other shows.

Eventually the iPod became so popular that everything had to mimic the iPod. There were countless knockoffs that resembled the iPod. We saw the same thing with the
iPhone. After it was released every phone was designed to have a bigger user interface and allowed for the download of apps. (Photo 1)

Since then the most dominant phone types are iPhones designed by Apple and Androids designed by HTC. We as a culture are obsessed with the newest and the best. Apple knows this and every year Apple releases a brand new iPhone and there are hardcore fans of Apple who will stand in line for days just to get the new model. Because they “need” the latest and the fastest version of their phone even though the version they have is fine, it’s not broken or scratched and they probably just got a new case for it too and yet they’ll buy the new one because Apple and their “iGadgets” are now a symbol of technological progress and the “now.” I had a Motorola Razor for 4 years before I got my iPhone 4, I made a huge jump in mobile connectedness. I used to text a little bit back in High School but texting always felt like the laziest way to have a conversation. You text someone and you don’t hear anything for five minutes. If you want to hang out with someone or have something urgent to say just call him or her. But I was connected all the time, and not just through texts but through Facebook and now Twitter and my email. I could see what people were posting even though I didn’t really need to know and I bombarded with Ads even more.

I first found out about DmC: Devil may Cry on Facebook. It was an advertisement that appeared in my Newsfeed along with who had liked it. Which is ironic: a game about how advertising and corporations are brainwashing us is advertised to me. But Facebook and especially Twitter constantly advertize things to us in the hopes of connecting us with other companies that they think we might be interested in. Sometimes it’s just a matter of popularity, a lot of your friends like it so you might like it.
It’s the same programming used to help you find friends you might know. However some companies will pay a little extra to make sure even more people see it. (Photo 2)

Facebook and Twitter are the powerhouses of Social Networking, to the point where we can be connected with our local pizza shop on Facebook. We have become obsessed with being connected with friends, family, celebrities, movies, TV shows, artists and even pets. At what point does our obsession of social media become unhealthy. While personally I think the moment you announce that you are in a building somewhere or showing people what we’re eating, is a bit much. Because wouldn’t that food be more enjoyable if you weren’t distracted and just enjoyed your meal. Wilfred McClay mentioned this in his piece *The Particularities of Place*.

“As we have become ever more mobile and more connected and absorbed in a dense web of electronically mediated relations, an astonishingly rich panoply of things that are not immediately present to us, our actual and tangible places seem less and less important to us, more and more transient or provisional or interchangeable or even disposable. We increasingly draw our social sustenance from (and expend our social energies on) virtual people and places rather than from the venerable, if limiting, fixity of the actual people standing before our eyes, and the specific places beneath our feet.”

(McClay, 36)
Unfortunately for traditionalists such as McClay the world has already surpassed this already and created a new way to show your friends that you’re obsessed and that you can’t live without making an update.

http://www.youtube.com/watch?v=t2q2XT08S9A

We’ve discussed how media helps annihilate the boundaries of space and time, making us feel connected with others we may or may not know. What makes this shocking is that people who have reached the point where rely on the self-validation that social media allows and they have reached the point where they think that we need to have their opinions after death. I don’t see it as offensive; it just seems like a way for some people to not accept that people die and for some people to project their self-importance after they die. It almost reminds me of people wondering what the Founding Fathers would think. They’re dead, they did a lot of evil things too, and maybe we should concentrate on the people who are very much alive and their opinions, not the people who have been dead for so long they wouldn’t even be able to grasp the concept of a train or phone. But this just shows that we’re obsessed with knowing what people think, what they think of us. We need that knowledge even if it’s not relevant or important because we receive so much validation from it.

As I played “DmC: Devil May Cry” I wondered, “What beverage company does Virility represent?” It’s a hard question, there are so many brands that claim to be healthy but I think Coca-Cola is the best example, not only do they use social media, product placement and a technique called Green Washing but the truth about their products that is denied is shocking. We see advertisements for their beverages everywhere and everyday. They have their beverages placed in commercials; they support many different sports, children activity centers, and industries. We’ve seen a similar act done by Aneuser-Busch and their Sea World Franchise. It’s a technique called green washing or green advertising; as Susan Davis refers to it, helps paint an image that it benefits the company. For instance Susan Davis says that their P.R. though advertising and projects an image that Sea World and Aneuser-Busch converse, protect, study and foster nature.”(Davis, 214) Just recently Coca-Cola released a statement that we must all do our part to stay healthy… even though sugary soda beverages are part of the problem. Which granted is not their fault; it’s the consumer’s fault for drinking it so much. Regardless when you are part of a problem like obesity or gun violence you must let the people know how you feel and what you plan to do about it. This is perhaps one of best pieces of Green Washing, because despite everything I’ve learned about this company, I genuinely felt like they really concerned about this problem and that they were going to get involved to fix it.

https://www.youtube.com/watch?feature=player_embedded&v=zybnaPqzJ6s

Maybe this truly is genuine point but unfortunately the past history of Coca-Cola speaks to the contrary. Recently the Coca-Cola Company has found itself in legal trouble from a non-profit interest group on the grounds that they falsely advertise Vitaminwater as a
healthy beverage. How could that be true though? Well just as Kat said in DmC “If you’re told something often enough you tend to believe it.” Coca-Cola’s healthy beverage Vitaminwater is apparently not that healthy. But it’s advertised as one the most healthy things you can drink; it’s Vitamins and Water as one, what could unhealthy about that.

http://www.youtube.com/watch?v=QlqFplfTojA

Coca Cola is using the power of advertising and product placement to feed off our desire to be fit and healthy and show that if you want to be as fit and healthy as Lebron James all you need is Vitaminwater. Just like the Virility Ads in DmC it’s advertised as healthy and will make you superior. However in a Huffington Post John Robbins reports “In a staggering feat of twisted logic, lawyers for Coca-Cola are defending the lawsuit by asserting that “no consumer could reasonably be misled into thinking vitaminwater was a healthy beverage.”(1) I beg to differ they advertise it as the most healthy beverage that could drink. Lebron James just told me that it was good for me. Unfortunately because of Coca-Cola’s history and reputation as being America’s soft drink we believed them, we believed they have our best interests. And unfortunately because of green washing, we are addicted to their products after so much consumption. Because sugar and salt is the only legal “drug” there is, it has a way of convincing our bodies that we need it even though we only need about quarter of the calories and sugar in a day that they’re products offer. But what makes their green washing and advertising so successful is that it’s marketed to those who want a delicious beverage but are trying to be healthy, which is almost everyone in our modern world.

DmC may be a fictional story, but it brings to light a lot of modern day problems with media, corporations, and our economic system. Unfortunately these things can’t be so easily fixed as they were in DmC. Mainly because our problems are not physical cannot be slain with swords and bullets just as Vergil say; “Such weapons can win battles but not the war.” He takes using logic and opening peoples mind to the truth. That is
what we do, those who know truth must help other discover that truth who are willing to learn. So people are not ready for their world to be shaken so drastically but it’s clear that the American culture, is mainly based on blind obsession to things in our life and this can not continue. We are obsessed with our gadgets, websites and foods because they are marketed to our blind obsessions; popularity, connectivity, and healthiness. If people want these things to change then they must encourage people to open their eyes to the truth and be “Awake.”
Works Cited


