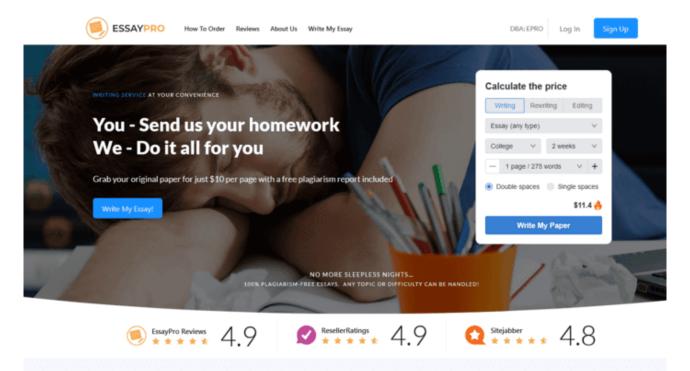
Materialism In Hong Kong



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Materialism In Hong Kong

Is the Materialism serious in Hong Kong? Do people in Hong Kong dream of wealth and bodily comfort rather than spiritual and intellect things?

Absolutely. Living in a thriving, busy and booming city which dreams for wealth and treat the luxuries as a sign of success through the effect of media and the attitude of enjoy-the-life-the-most, misery and impoverished characteristics are dishonoured,

however, it makes the whole society in Hong Kong falls into an <u>unlimited</u> cliff, people would never remember what the reality and the value of their life. The most obvious way of proving materialism in Hong Kong is the flooding of advertisement and quick develop of luxuries, brand-named goods companies. The idea of become "rich" is hot around Hong Kong. There was a survey states that almost 70% of the undergraduate student looking for the goal of a better job, high salary and higher living standard after they graduate rather than study for their interest or fulfilment of their unlimited field. Theory of success has been distorted by the over loaded mass media in Hong Kong. It is easy to know where you can buy the brand-named and expensive clothes and usually they strongly mention about which

successful person or movie stars have them. People then agreed with the message comes from the mass media and make themselves "look like" a successful person rather than being a "real" successful person. The dreams of wealth has the first position in Hong Kong atmosphere.

Most of the children who are raised in a high living

standard family and bathing in the pool of parents' adore has been receiving over loaded information from television and advertisements. Before a child enters first grade class, and before entering in any real way into our religious ceremonies, a child will have soaked in a large amount of advertisements. The time Hong Kong teenagers adsorbing advertisements more than their total stay in high school. Especially in the small area residence environment in Hong Kong. Most of the small sized families have their corresponding small sized flats since the price of real estate in the market was in hyper inflation few years ago and never fall down its price. Children spend their time in watching TV instead of going outside, doing sports or reading books compared to the other countries. They have been raised and built up their mind mostly by the commercial TV programmes such as advertisements where children receive their ethnic value, their basic grasp of worlds' meaning and therefore create the habit of buying luxury

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