

How do the connections between ideas, form and language inform your understanding of the significance of your prescribed text? **20 marks**

In your response, make close reference to your prescribed text.

### Possible Plan

#### Introduction

- Thesis Statement: M.T. Anderson's *Feed* critiques the pervasive influence of consumerism and technology by connecting ideas, form, and language. Through the narrative, Anderson reveals how these forces erode individuality and critical thought, emphasising the novel's significance as a cautionary tale for contemporary society.
- Main Points:
  - The portrayal of consumerism and its impact on autonomy.
  - The theme of resistance as a pathway to preserving individuality.
  - The reduction of language and communication as a reflection of societal decline.

#### Consumerism and Its Consequences

- Topic Sentence: Anderson's portrayal of relentless consumerism in *Feed* exposes its impact on personal autonomy and societal values.
- Evidence and Analysis:
  - Anderson's use of simile and metaphor highlights the endless cycle of consumer pursuit, demonstrating how individuals become trapped in perpetual dissatisfaction.
  - Repetition in character interactions shows the homogenising effect of consumer culture, revealing how it strips away diversity and critical thinking.
- Link: Anderson critiques a world driven by consumer interests, urging readers to reflect on their own susceptibility to marketing influences and the potential erosion of personal freedom.

#### Resistance and Its Consequences

- Topic Sentence: The theme of resistance in *Feed* showcases the difficulty of maintaining individuality within a conformist society.
- Evidence and Analysis:
  - Through Violet's defiant tone and metaphorical language, Anderson highlights her struggle to resist the feed's control, showcasing the personal cost of nonconformity.
  - Paradox in Titus's reflections illustrates his internal conflict, capturing the complexity of resisting societal norms and the emotional toll it takes.
- Link: By depicting the importance of resistance, Anderson emphasises that defying conformity is crucial, encouraging readers to value critical thought and question social norms.

#### Language and Communication

- Topic Sentence: Anderson's manipulation of language in *Feed* illustrates the impact of technology on human communication and critical thinking.
- Evidence and Analysis:
  - The ironic use of colloquial language reflects the diminished value placed on traditional learning and deep communication, highlighting the limitations imposed by technological influence.
  - Fragmented syntax and simplified speech demonstrate how media saturation impairs individuals' ability to express complex ideas and emotions.
- Link: Anderson's portrayal of the decline in language invites readers to consider the implications of technological dependence on their own communication and intellectual engagement.

#### Conclusion

- Summarise Argument: *Feed* connects ideas, form, and language to critique the corrosive effects of consumerism, conformity, and degraded communication.
- Impact on Audience: Anderson's exploration compels readers to reflect on their relationships with technology and media, fostering an appreciation for the need to maintain individuality and critical thinking in an increasingly automated world.

[Link to NESA Marking Guidelines](#)

[Link to NESA Marking Feedback](#)

### **Apathy**

*Anderson exposes the widespread apathy induced by the feed, where characters like Titus display a lack of concern for significant issues such as environmental decline, revealing how technology numbs empathy and awareness.*

### **Consumerism**

*Feed depicts consumerism as an insidious force, where characters' lives are consumed by an endless cycle of buying and superficial trends, reflecting society's prioritisation of material gain over authentic human connection.*

### **Dystopia**

*Anderson crafts a dystopia where human autonomy is compromised by corporate control, showcasing a world where technology is not a tool of liberation but one of oppression and profit.*

### **Oneiric Culture**

*The novel's portrayal of an "oneiric culture" highlights how society's shift towards passive consumption, driven by the feed, replaces active learning and deep communication, reducing life to a dream-like state of mindless indulgence.*

### **Resistance**

*Violet embodies resistance by striving to break free from the feed's grasp, illustrating how the fight for individuality comes with personal costs in a society that discourages independent thought.*

### **Surveillance Capitalism**

*Anderson portrays a world driven by surveillance capitalism, where corporations use the feed to monitor and manipulate desires, demonstrating how autonomy and privacy are sacrificed for profit.*

### **Conformity**

*Anderson critiques conformity through characters who blindly follow the feed's cues, contrasting them with Violet's struggle, which underscores the dangers of losing individual identity to societal norms.*