

Poetry and Cash



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"Cash fails to hook the paradox of life and strangeness of our psyche.

Poetry familiarizes the unfamiliar and defamiliarizes the familiar promoting subtle philosophy and nuance of meaning".

In the capitalistic world poetry is not considered as capital. Its value as money is purely insignificant. It does not have any exchange value materialistically. It lacks the purchase power. Money buys pleasure. Purchasable pleasure generates simplicity in the mind of the buyers. It makes the mind less thoughtful, uncritical, unremarkable and unconscious. When money

can afford easy, ready-made pleasure which is tailored for the privileged in the society, surely it will induce less intricate mind void of the subtlety that is needed to analyze the landscape of a poem.

Poetry challenges capital. It generates pleasure and pain that material fails to conceive. Poetry tempts collective consciousness and cognitive milieu that the separatist and imprudent capital can hardly comprehend.

Money generates money. If it fails to create its value in respect of quantity ensuring purchasable pleasure, it becomes nothing but the yesterday's newspaper. Poetry generates cognition, consciousness, intrinsic pleasure. If it is a bad poem, still it is a poem with less artistic value. It never be-

comes only paper with figures and features. Even a bad poem upholds the consciousness of an individual which might have failed in form or content. No poetry is a total failure.

Money makes mind financially sophisticated butchering the artistic sophistication of an aesthetically educated soul. Money matters materialistically, poetry matters aesthetically and cognitively.

Capital capitalizes on the human hamartia, our cardinal sins (Pride, Envy, Gluttony, Lust, Wrath, Avarice, Sloth) and destroys our moral and morale inducing pleasure in excessiveness. Poetry capitalizes on collective consciousness, time, cognition, emotion, and aesthetics to prophesize human existence for better.

Cash fails to hook the paradox of life and strangeness of our psyche. Poetry familiarizes the unfamiliar and defamiliarizes the familiar promoting subtle philosophy and nuance of meaning. Cash without its purchase power is absolutely meaningless. But poetry never fades out of its meaning since the transaction is done aesthetically by cultivated souls. We need poetry to give meaning to cash.