

Reflections on Capitalism: Insights from Modern Music

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ABSTRACT As with other cultural artifacts, music (apart from being a form of recreation) contains a message. Very often this message is a form of social commentary. Using this premise as a point of departure, this conceptual paper dialectically tries to assert whether modern music engages with capitalist ideology and the effect thereof on society. An understanding of how music, as social mouthpiece, engages with this issue can increase our understanding of how capitalist ideology effects people which, in turn, can shed new light on the discourse surrounding ethical conduct of business organisations within a capitalist society. The paper shows that modern music does provide critique on the capitalist ideology and even provides critique on business organisations as instruments of capitalism. This critique explores the negative, societal effects of capitalism, showing that the notions of success and prosperity come at the expense of the very society it wishes to serve.