I would like to discuss Chapter 1 from Wark. She describes how society contains a set of images that are created by the media and retail companies that eventually become necessities. These items are usually goods that are not necessary for survival, such as a designer handbag, or celebrity images, which cause us to think that we should look like these celebrities. When images of designer handbags are shoved in our faces, we begin to think it is necessary to obtain one ourselves. The issue I have with this is that Wark assumes we are all passive. To respond to that issue, do you agree that most consumers are passive? Do we really let these images control our lives?