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## COMMERCIALIZATION OF HUMAN LIFE IN ALDOUS HUXLEY'S *BRAVE NEW WORLD*

**Hanne Gabriellah Hannah A, Jennet Pauline & Kasturi Yashaswi**

I B.Tech. CSE

SRM Institute of Science and Technology, Tiruchirappalli

**Dr. C. Shanmuga Priya**

Associate Professor & Division Chair

The Division of Language, Culture and Society, The School of Social Sciences

SRM Institute of Science and Technology, Tiruchirappalli

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### **ABSTRACT**

The paper reviews Aldous Huxley's dystopian novel *Brave New World*, written in 1932, as a commentary on technological growth, state control, and loss of individuality. Using a thematic approach and combining existing research, this paper presents how Huxley portrays a society in which happiness is engineered via conditioning, consumerism, and the drug called soma at the expense of liberty and real human experience. Characters such as Bernard Marx, John the Savage, and Mustapha Mond further engage the reader in the battle between stability and individuality. The concept of the "World State" explains the triumph of taming the human spirit. This article also describes how this novel is relevant today, since debates about bioethics, surveillance, and commercialization of human life are all contemporary issues.

**Keywords:** Dystopia, Commercialization, Technology, Control, Freedom, Consumerism, Bioethics.

### **INTRODUCTION**

Aldous Huxley's *Brave New World*, though published in 1932, is still regarded as a leading dystopian work which relates well to the present discussions about technology and society. Set in a future "World State," the novel envisions a time when people are mass-produced, conditioned for sameness, and pacified by constant pleasure and consumption. In this paper, Huxley contrasts the fabricated happiness of the World State with the real emotions experienced by John the Savage and poses critical questions concerning human freedom, individuality, and the boundaries of science.

Scholars take different analytical perspectives in approaching *Brave New World*. This work has attracted many critics, especially in its critique against technological determinism, warning against unchecked scientific progress at the expense of humanity. This novel is at times compared with George Orwell's 1984; while Huxley's vision is a soft control via pleasure and conditioning rather than blatant repression. Recent scholarship has made clear the ways in which the novel speaks to bioethics, particularly in debates about genetic engineering, cloning, and reproductive technologies. For some interpreters, Huxley's vision about the World State prefigures today's concerns with consumer culture and surveillance capitalism, in which human beings are reduced to predictable consumption patterns. Overall, the literature recognizes the novel's relevance as an enduring warning and a philosophical examination of freedom.

## **DISCUSSION ON THEMES**

### **Technology and Control**

This novel portrays a society where science is not a tool for freedom but a method of control. From the genetic manipulation in the Hatchery to hypnopædic conditioning, technology serves to enforce conformity and suppress individuality.

### **Loss of Individual Freedom**

Figures like Bernard Marx and Helmholtz Watson feel stifled by the unending sameness of the World State. In frustration, one sees the price for stability: the loss of freedom.

### **The Role of Soma**

Soma symbolizes the suppression of pain, conflict, and authentic emotion and is symbolic of the dangers of a society that would forfeit significant truths in the name of comfort.

### **Consumerism and Shallow Happiness**

It is a consumptive society in which human life has been reduced to production and pleasure cycles alone. Huxley examines the vacuity of a society that produces happiness instead of achieving it.

### **The Savage as a Moral Counterpoint**

John the Savage symbolizes natural human emotion, pain, and individualism. His tragic fate is symbolic of the impossibility of combining genuine humanity with the artificial stability of the World State.

## **INFERENCES**

From its central themes, *Brave New World* emerges as a bold critique of modernity. The novel cautions that technological progress, when detached from ethical reflection, can erode individuality and freedom. According to the author, genuine humanity lies not in manufactured happiness but in the ability to suffer, to choose, and to grow.

## CONCLUSION

*Brave New World* retains much importance as an inquiry into technology, control, and freedom. Couching its critique in the form of the World State, Huxley underlined the risks of losing individuality to stability through the character of John the Savage. The continuing relevance of the novel rests in its universal appeal toward the retaining of human dignity against the challenges of science, consumerism, and dictatorial control. Further research might address its relationship to artificial intelligence, biotechnology, and current debates about surveillance and digital ethics.

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