

Friday Black Analysis

Brenyah criticizes capitalism through his use of situational irony and shows his disgust for American consumerism through grotesque caricatures. His use of situational irony is most apparent on page 110, where the speaker states “Christmas music you can’t escape plays from speakers you cannot see. Christmas is God here.” Despite the horrific and dreadful situation occurring within the store, there is still cheery Christmas music playing as if these events were all good and normal. The reader wouldn’t expect this after reading about the horrors happening in the store and therefore creates a very unexpected outcome. This is a criticism of capitalism because it reveals the lack of care or consideration that business owners and corporations have for both their workers and consumers. Capitalism is a system in which the rich only aim to make themselves richer, disregarding the effect they have on others. They sacrifice others’ happiness for their own. The cheerful music playing while deaths are occurring in the store is simply an exaggerated expression of that idea. Brenyah also uses grotesque caricatures to show his disgust with American consumerism. There are many examples of this throughout the text, such as “White foam drips from his mouth” (p. 106), and “a woman takes off her heel and smashes a child in the jaw with it before he can grab the fleece” (p. 107). The author portrays the average American consumer like mindless zombies; they fight and struggle, and even kill, over a matter as small as clothes shopping. This grotesque caricature first creates a sense of disgust and revolt from the reader, revealing the author’s likely similar tone. However, it also shows the author’s critique on the behaviors of American consumers; people often get so caught up in material possessions, that they lose sight of reason and rationale. While the author uses

grotesque caricatures to exaggerate these behaviors, they still very much exist in the real world. By causing the reader to feel disgust in the actions of consumers within the text, it causes the reader to also reflect on their own consumerist behaviors and possibly realize flaws or condemnable actions that they themselves possess. This reflection and realization is likely Brenyah's goal for this satirical piece, and thus he accomplishes this very well.