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TO IDENTIFY THE IMPACTS OF POSTMODERNITY AND ITS EXCESSIVE CONSUMPTION ON THE ENVIRONMENT

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ABSTRACT

Postmodernity, characterized by profound cultural, social, and economic transformations, directly influences consumption patterns in contemporary society. Excessive consumption, driven by the logic of late capitalism, triggers a series of negative environmental impacts, such as the degradation of natural resources, pollution, and global warming. This interdisciplinary study aims to analyze the effects of postmodernity on excessive consumption and the resulting environmental impacts. Contemporary Society marked by ephemerality, individualism, and a culture of consumption has generated an unprecedented environmental impact. The relentless pursuit of novelty, status, and immediate gratification drives a vicious cycle of production and disposal, with serious implications for the planet. The study concludes that the effects of postmodernity fuel a cycle of excessive consumption that exacerbates environmental problems. It is essential to rethink consumption habits and promote environmental awareness in order to mitigate negative impacts and pursue sustainable development.

Keywords: Postmodernity, Consumption, Environment.