

Human on Sale: A Neo-Marxist Reading of Marquez's *The Story of a Shipwrecked Sailor*

This research shows how capitalist society objectifies human body based on the reading of Marquez's novel *The Story of a Shipwrecked Sailor*. The status of working class people in the capitalistic society is very pathetic; they have been hegemonized and commodified by the bourgeoisies for their beneficial purpose. Capitalists are powerful and using their hegemonic power upon working class, they always want to remain in a higher position and general people are compelled to accept their hegemonic power without any defense and alienated. Bourgeoisies think themselves as the son of god and working class people as objects for their material prosperity.

In *The Story of a Shipwrecked Sailor*, the protagonist, Luis, is objectified by the capitalists. The body of Luis is taken as commodity and the power holder who has material power put a commercial tag on his body. In modern society, in cultural industry, capitalists follow different ideas to be sound materially and their main target is to achieve self, power and prosperity. Luis encounters many problems, for nine days he uses his small life boat in the sea when he is ship-wrecked and consequently he rescues himself from the sea, neither is he supported by others nor he has anything to eat. He struggles and saves himself from disaster.

After his rescue from the sea, many people of different motives and of different fields visits him and they make him good model because he is supposed to be a strong person who can live in the sea for nine days without eating anything. Journalists come and take photograph of Luis and his photo comes on the front page of the newspaper. The newspaper gets good sale in the market, the watch company comes and provides him watch; likewise the shoes company comes and gives him

shoes. Different high officials visit him including Queen who kisses him. His story is delivered on the radio and everybody listens. For few days, Luis gets the great post of the famous model because capitalism makes him a famous model.

His popularity remains only for few days, gradually the name and the fame of the super model wipes out and he is forgotten by all. He has been given a name and fames both, because he is only the person who could live magically, and his survival is profitable for modern capitalists. They choose him as their best model for their advertisement and publicity for their new product; Luis is touched, kissed by high profiled people for certain time, but because of his old age with the cycle of time is forgotten by all.

The novel *The Story of a Shipwrecked Sailor* captures the socio-cultural scenario of the Colombian society. It has received many critical responses immediately after its publication. Students from university, scholars and critics have tried to interpret it from different angles and perspectives. Alfred A. Knopf, David Keymer, R. Thomas Berner, Paul Grey and Baines John are some of the remarkable critics on Marquez's *The Story of a Shipwrecked Sailor*.

Alfred A. Knopf who is a prominent critic and translator of Marquez's text sees exploitation upon the main character in the novel. He claims:

The tale of survival contrasts ironically with the exploitation of Valasco's story as a demonstration of Colombian heroic national character. 'My heroism' Valasco insists consisted of not letting myself die. The irony is all the more bitter in that, as Garcia Marquez points out in his preface the notoriety of the serialized story prompted Valasco's discharge from the navy, where upon he disappeared in to Oblivion. (106)

Exploitation is the catchword where the main character is blamed without understanding his feeling; he is accused as an exploited person. Heroism of hero is put under the shadow and notoriety is given the priority and among all bravery of the hero is not important but failure is highlighted.

Likewise, another critic, David Keymer finds the theme of survival and existence in the *The Story of a Shipwrecked Sailor* and comments:

On February 26, 1955, Luis Alejandro Valasco was washed of the deck of the Colombian destroyer Caldas along with seven of his crew mates. His companions drowned but Valasco was left to drift 'In the midst of the sea's dark murmur' for ten days. . . this small literary jewel compares favorably with the very best of modern tales of the sea, e.g. Richard Hughes's *Hazard* and Peter Matthiessen's *Tortuga* in Garcia Marquez's later work, his raw ability as a story teller is often by his extraordinary strength as a fabulist, his mastery of irony, and the translucent quality of his description. (n. pag.)

Risk, survival and pain of human are not given a focus but total focus is on the way of storytelling or on narrative and it is presented that the writer is fable writer who writes best fable about the sea.

Another critic James N. Stull studies this novel by raising the issue of corruption of government and he writes:

Gabriel Garcia Marquez had a great story to tell, but had he told it in conventional news paper format his newspaper could have suffer severely because the story could have bluntly pointed out the corruption of the Colombian government. Instead, Garcia Marquez extensively interviewed the survivor of a shipwrecked and told the

sailors' story in the first person of the sailor, in effect removing himself as the mediator and deflecting official censure. (90)

He focuses his view on political situation of Columbia and blames about the corruption of Columbian government. This novel is supposed as traditional format of newspaper.

Another critic Baines John interprets the novel as a superficial presentation, which presents the folk models in style. And Baines John views:

The Story of a Shipwrecked Sailor is a complex work of written literature that is based on partly on esoteric knowledge. It is superficial presentation looks to folk and oral models in style, situation, anonymity and treatment of character . . . traditional and proverbial wisdom. The conception of the seventy four forms of the Sun God is in capsulated within the folk/oral treatment. The core narrative of the end of things is a myth that is linked to moralizing on a modest domestic scale; this pairing has parallels in religious text. All these meanings are organized within a cyclical form which exploits first person for ironical effect. (55)

This horror story is related to myth and compared with mythical God's story. This deals about the religious story. It is taken as superficial presentation and viewed with the folk story's eyes; this can only provide traditional knowledge.

Likewise, another critic Mike Parker Pearson observes this novel from the perspective of fact and existence of the navy person; he views the story:

The book told the true story of a shipwreck by exposing the fact that the existence of contraband aboard a Colombian Navy vessel had contributed to the tragedy due to overnight. This resulted in public

controversy, as it discredited the official account of the event, which has blamed a storm for the shipwreck and glorified the surviving sailor.

(22)

This story looks horror and is related to the reality of the ship, this review clearly shows the condition of the ship and it makes clear because of overload the ship could not sail in its own way and got tragic outcome, but official report declared the conflict between reality and artificial fact.

The literature review of the novel *The Story of a Shipwrecked Sailor* shows the real condition of the main character and his sea voyage. The critics have elaborated the novel carrying the different themes like exploitation, existence, survival, corruption in the voyage of the main character. The main character of the novel is victimized and objectified by the capitalist; therefore the researcher attempts to uncover the underlying structure of exploitation of human being under the capitalist social system.

Exploitation of human body in the novel takes the form of commodification of common person. The researcher takes help of Neo-Marxist and Marxist theoretical insight to prove the hypothesis in this research work.

Neo-Marxism is the idea that human history is not only a class struggle, but a race struggle, a gender struggle, etc. and these various struggles involve an oppressive class and a subjugated class. It is an economic theory that the current world economic structure has been systematically implemented by use of a global class division with developing countries being exploited by industrialized nations and it is often used to describe opposition to inequalities experienced by under developed countries in the global world. Marxism is a theoretical discourse that advocates for the right of haves not based on economic equalities. Its purpose is to give and insight and to liberate the

human being from economic oppression. For this purpose the theory attempts to show how human being is oppressed, exploited and reified in capitalistic society. In every society, there are large numbers of working class people but capitalists use their different minds to make lower class people their commodity by applying different skills directly or indirectly. Capitalists exploit the human body and get material success.

This research unveils the position of human in the capitalistic society where human body is objectified by the capitalism. Luis, the general working class man, works on a ship. But when the chief character himself falls on the disaster without touching his feeling and pain, capitalists use him as top model who could promote their business. For Marx:

Commodities which exist as are –values first of all assume a form in which they appear to one another nominally as exchange values as definite qualities of materialized universal labor—time. The first necessary move in this process is, as we have seen that the commodities set apart a specific commodity, say, gold which becomes the direct reification of universal labor-- time or the universal equivalent. (3)

These statements clarify that commodification and reification both are universal ideas which explain labor class people.

Men have become the products of the capitalist system; this harkens back to Adorno's insight that "man is a result, not an essence. Dehumanization, in any form, is society, as an "all encompassing reification. The process of administration into a monopoly-controlled society consumes all the energy that might be able to do things differently." (109) the dehumanized are trapped in the system, whereas they used to

be the violently repressed.

In the capitalistic society, bourgeois always secure their position in high level and in any cost they desire for their material accumulation. Working class or proletariats have to work as commodities, getting low payment; still they can't go against capitalists because they have to accept the hegemonic power. Adorno theorizes that

Culture imposes itself as relentlessly on the autonomous mind as heteronymous orders were formerly imposed on the mind which was bound. Not only does the mind mould itself for the sake of marketability and thus, reproduce the socially prevalent categories. Rather it grows to resemble ever more closely the *status quo* even where it subjectively refrain from making commodity of itself. (47)

In the novel *The Story of a Shipwrecked Sailor*, Luis does not have any option and he is being a rat on the paw of the giant cat. As cat plays with rat with its hegemonic power, in the same way capitalists also play with the poor body of Luis. None of the visitors, who visit Luis after his painful survival, show any sympathy and affection towards him but they take him as different matter and watch to make him supermodel for their advertisement.

Who drifted on a life raft for ten days without food or water,
was proclaimed a national hero,
kissed by beauty Queens,
made rich through publicity,
and then spurned by the government
and forgotten for all time. (105)

Luis is best model who becomes a popular for some time. Capitalists use him as their

best model. Luis drifts on water while his ship gets an accident. His friends die in the sea but fortunately he saves himself using lifeboat, raft from the ship. Luis passes his days and nights at sea, struggling with sharks and seagull. Neither he has food nor can drink water from the sea; he faces extreme pains, suffering in the sea but for what?

He was declared as national hero not for his survival and for his importance as a navy official but he was proclaimed a hero for capitalistic business promotion and modern advertisement. Queen kissed him but why he got publicity all over? The motive of kisses by Queen and his open publicity was not for encouragement but it was all for advertisement of different capitalists' business tycoons. Capitalists are those vampires who suck the blood of working class people as they get advantage from the general working class when they fed up from their sucking; they leave the workers and throw them to the dust. In this way, the main character of the novel himself is sucked by capitalism and finally he was forgotten.

In capitalistic society, not only labour class but also women are living as commodities and every power holder who has material power wants to use any women as their means of entertainment. In other words, all capitalists who have habit of using human body to fulfill their material desire want to commodify the females.

A North American Sailor came up to our table asked permission to dance with Raman Horror's girlfriend an enormous blonder and she meant it! The North American asked permission in English and Raman Herrera shocked him saying in Spanish, 'I can't understand you, you son of a witch.' (6)

Raman Herrera is who does his daily works and sometimes come in bar with his girlfriend to forget his bodily pain and he feels entertainment at bar with his girlfriend but he could not pass his free time without any disturbance. While the general

workers come to bar to do some rest and to do enjoyment and pressured by some power holders, the powerful, money minded and vulgar minded person tease the general person, he/she could not bear everything and does the protest against the power holders.

Capitalists want to buy women just for their bodily pleasure. The girlfriend of Ramon is also teased and mocked by some vulgar person, who wants to play with the beauty body of the girl and capitalists want to commodify the women body. Women's position of dependency has diminished them as they are reduced to servility. Women's dependency, is hence, have negative impacts upon their life.

Material possession is the main motive of the capitalistic society. Directly or indirectly people want to possess, self power and prosperity, but only matter is that which fulfills modern human desire to be rich:

All the money he got he invested in presented for his wife, who was waiting for him in Cartagena. As we boarded that, Ortega as on the bridge, talking about his wife and children which was no coincidence because he never talked of anything . . . He had a refrigerator, an automatic washer a radio and a stove for them. (7)

Main aim of the modern human is to gain property and only material means which are means of facilities declared modern human as prosperous person.

Chief Gunner's mate Miguee Ortega, another character of this novel was very happy person because he had extreme desire to possess material pleasure. So, he collected all the modern equipment for home appliance which could make his family high leveled and those materials would provide him high states in the society.

Gramsci states that "State and ruling class use the cultural institution to maintain power and develops a hegemonic culture using ideology. It propagates its own values

and norms so that they become the common sense values (86). Therefore, in capitalistic society who has capitalist mind always wants to get material success because only matter gives higher position in society. In capitalistic society, working class people are always exploited and in any condition they are treated as animals. None of the capitalists understands their pain, suffering but using the same working class people they want to get advantage. Luis says, "There, lying on a gunwale, I began to feel the fortune of thirst. At first it was thick saliva and dryness in my throat. It made me want to drink sea water, but knew that would be harmful. I could drink some later on. Soon I forgot about thirst" (35).

When Luis departed from the big ship Caldas, he luckily got a small raft and using this lifeboat he survives in the middle of the sea. He is alone in that blue sea neither any friend to talk nor anything to eat. At night time he suffers from the chill of the wind and at daytime he suffers from the hot sun. He is rowing his raft on the water but he can't drink the water from the sea. Luis feels extreme pain and suffering in the sea. His throat gets dry and his saliva from the mouth gets dry but nobody was there to share or see his problem. His main aim was to get free from that disaster and anytime he was struggling for survival and he was fighting with death which was coming towards him.

Working on a ship was not his interest but it was his compulsion because Luis was general class person and economically he was not strong. That's why he works day and night but he gets limited payment, there is no certainly wage capitalists get benefit and in a certain wage capitalists earn more from the exploitation of the labour.

Capitalists are vampire and they do not understand the miseries of the working class people. It does not matter to capitalists that the labour is getting well or not and if one labour dies they manage another but they show no pity and sympathy to

working class people. Luis says, "Standing in the raft, exposed for the scorching sun, I looked at the black speck not thinking about anything. (34)

Hope and anticipation are the two friends of Luis, anytime he passes his time looking at the horizon that he will be rescued from the middle of the sea. His mind is thinking nothing but about the survival; therefore he desires to be rescued by the helicopters. But his hopes were gone in vein. None of the capitalists had time to rescue him. His masters, his boss of the company were only thinking about the lost property in the shipwreck but they did not think about the lost life of human being in the sea who was fighting for his life.¹

Money is important thing for capitalists but life, struggle and survival are important things for working class people. Working class people always think that struggle is his life and in this way Luis also does struggle in the sea for his survival.

The relief I felt while chewing the cords spurred my imagination to look for things to eat. If I had a knife, I would have . . . shoes and chewed slices of the rubber soles. They were the closest thing at hand. I tried to pry off the clean, white soles with any keep. But I could not pull a piece of the sole, it glued so tightly to the fabric. (55)

These lines clearly depict the picture of the working class people. Luis wants to eat rubber sole for his life and survival if he does not eat those soles of his shoes he will die because of hunger and he is compared to eat the soles of shoes. But soles of his shoes are also very hard and harsh like capitalists and he could not break it from its glued form. Capitalists don't care of them. Hero suffers in the sea but his self struggles for himself and for his life. "Hunger is hunger, but the hunger that is satisfied by the cooked meat with the knife and fork differs from hunger that devours raw meat with the help of hand nails and teeth" (Marx 49). Luis speaks "Desperately I gnawed at my

belt until my teeth hurt. I could not even tear off a mouthful. I must have looked like a fiend then trying to rip of pieces of my shoes, belt, and shirt with my teeth" (55).

It shows that because of oppression of the capitalists, the hero of the novel faces crisis and for his survival he is trying to eat his belt which is made of leather, he tries to eat his shirt for his survival in the sea. These lines show that working class people always does struggle in his life either to get material freedom from the capitalistic hegemonic society or does struggle for their hand to mouth problem for their daily life. It shows that working class people do struggle in their life from cradle to death. Capitalists always use their hegemonic power to the general working class people. They do not listen the words from the lower class people. Weather the general person is saying true or false they don't pay any attention to his words.

Gramsci introduces that "the concept of hegemony, or ideological moral leadership of society to explain how the ruling classes maintain their dominance and influence over society" (Boggs 25). Capitalists have power, self and prosperity and because of their higher status they never listen to lower person's words. Luis speaks, "Several times I insisted on telling them what had happened. Impassive, the men and women sat at the foot of the bed, watching me. It seemed like a ceremony. If I hadn't been so happy to be saved from the sharks and all the other dangers of the sea I had endured for ten years" (96).

When Luis himself rescued from the disaster and when he arrived at the seashore he got unconscious because of hunger, thirst, physical pain and fever. When he was lying on the sand on the beach, he was supported by some unknown persons but they treated him as if he was from another planet. Those persons who got Luis on the sandy beach supported him up to certain shelter but they also did not let him any food and water to drink for Luis. The most necessary thing was water but they did not

understand his feeling, those person who wanted to save him from the sea beach they found him as the most strong and important persons which could be a showpiece for the local people of that particular area, when he was rescued he was gathered by the local people he wanted to tell his disaster and tell the stories of shipwreck but none of them listened him. They went on watching the Luis as strange animal taken out from the sea.

In that pathetic situation, nobody understands his feeling, everybody watches him as a magical object. Actually, it is a real picture of the capitalistic society. In capitalistic society, nobody understands other's feelings but treat other as model. All people who were gathering among the wounded persons could ask about the accident, they could ask about his pain and suffering but nobody asked him and gave him sympathy, those capitalists wanted to save him from his fever and his wound but not for Luis, they were doing help for their own benefit. When the wounded person rescued and when he gets new life, not a wounded person but the capitalists will be awarded and credit goes to them. Therefore, those capitalists saved Luis not for his life and not with the intention of humanity but for their own respect and credit. Poulantazs asserts that “states or social elite who runs state will operate to serve the interest of capitalism and the state has relative autonym from ruling class” (32).

Those people, who were nursing Luis, gave him extreme care but their benefit not for the life of the wounded person.

Each and every minutes they gave me little spoonful of sugar water. They younger of the women, a girl, cleaned my wounds with clothes and warm water [. . .]. I was sure I was in the care of friendly people; if they had given me food instead of doing out spoonful of sugar my body wouldn't have withstood the shock. (96)

Luis was rescued by the capitalists and he was given care from those capitalists but each and every time he wanted to have something to fulfill his nine days hunger, but the people who were taking care him did not understand his feelings. They just provided him a little amount of sugar and water, they wanted to cure his wound they used to wash his wound with warm water but the same water used to be boiling water for the Luis, because he was suffocating there. Among those people he was being a doll and as soon as possible Luis wanted to be free in the house of Luis. "Before down the house was filled with people. All of mulatos men, women and children, came to get look at me. That was first contact with a crowd of curiosity seekers, the kind who in subsequent days would follow me everywhere" (97).

From the day of his rescue Luis was being a circus animal which was tied by neck and the controller was other. If some circus person brings monkey to the local area all the children follow after this circus person to watch and tease the monkey. Whenever Luis was taken all persons either old or child gathered him to watch him. Why people were getting crowd around the Luis? Actually, he was among the capitalists and watching him they were pretending different things. Among the capitalist's society human beings are taken as an animals and everyone was getting enjoy to watching him. Luis body was means of entertainment for all the capitalists. Luis's body was reified by the capitalists to accomplish their entertaining desire. "The crowd carried lanterns and flashing lights. When the police inspector, together with almost all his companions, moved me from the bed, it felt as if they were tearing away my sunburned skin. It was a real scramble" (97).

In course of reifying the body Luis was at first shown affection and care by the cunning capitalists but later he was forced to go as their order. He was sick, pained and was tortured from skin burn but he was not given any rest, like a circus animal he

was forcibly taken by the power holders. Neither he could oppose them nor there was any alternative to get rid of those savage minded person. It was his compulsion to move like football as kicked by the players.

Not only local people but educated officer also could understand the sentiment of wounded person, but that educated person also did not show his sympathy towards Luis. Police inspector dragged him from his bed where Luis was getting rest. When Luis rescued himself from the sea finally he came to feel that death in the sea was better than being a caged bird. Although caged bird gets food on time because somebody loves him as a pet but the condition of Luis was worse than the caged bird because there was no sympathy for him, the pretending capitalists was more painful than acid for him. Capitalists never think about others pain they only want to use other's body as their advantages. Luis narrates:

It was hot. I felt I was suffocating the crowd of protective faces. When I walked out to the road, a sea of lanterns and flashing lights spotlighted my face. I was blinded in the midst of the murmuring through and the loud orders . . . I could not imagine when I might reach some destination. Since the day I felt of the destroyer, I had done nothing but travel an unknown route. (97)

When too much problems come to general people they start to curse their own luck and they feel that they have done mistake by themselves. Luis, the protagonist of the novel could save him from the natural disaster but he himself could not save him from capitalists and who reified him each and every second.

When Luis was taken among the crowd of the capitalists, he lost his identity and he could identify himself and forgot about the destination of his life. Anytime he was irritated by the crowd and in that crowd he was losing himself.

Everybody behaves him as if he arrived from another planet and wherever he moves he gets only surprising sight of the people at day time and at night Luis faces different types of light on his face. People of that capitalistic society treated him as commodities of the market. Love, sympathy and humanity were no more there, being a human he was not getting the respect of human, just was being a hanging object in the middle market. George Lukacs believes that:

Commodity stamps its imprint upon the whole consciousness of man; his qualities and abilities are no longer an organic part of his personality, they are the things which he can 'own' or 'dispose of' like various objects of the external world. And there is no natural form in which human relation can be cast, no way in which man can bring his physical and psychic qualities into play without their being subjected increasingly to this reifying process. (100)

Luis only gets order, abuse and force upon him. There was no rest for him because he was forced to move among those people and he forgot his tiredness. Actually, Luis was really treated as workers because in capitalistic society working class people get no rest and each and every time they must labor hard but the outcome of his labor is grabbed by the master who is high class capitalist. In this way, each and every time Luis was suppressed by those who were always in higher position. He says, "That morning I went on traveling, not knowing where unable even to imagine what that diligent, friendly crowd was going to do with me" (97). Luis was unknown about that was taken to someone but why and for what he was taken and why those people were not leaving him. Just for a moment and what was their motive to take him with them. But the ultimate goal of those capitalists was to make him salable things in the market.

In modern capitalistic society lower class people are treated as commodities and they even don't know that how and why capitalists are using them. Without giving an information capitalists use them as their beneficial objects. Lower class and working class follow the way ordered by capitalist but they don't know for what purpose they are given ordered by their masters. Capitalist uses money to buy commodities sold on the market: the means of production and ways labour. Then labour power and means of production interact throughout the labour to create a commodity to be sold on the market for profit. Luis says:

I wanted to know where we were going and what they are going to do with me. They talked about everything but that. Everyone spoke except me. The inspector, who led the crowd, wouldn't let anyone get close enough to talk to me. I could hear shouts, order and conversation in the distance. (98)

Like a tethered domestic animal Luis was under the control of the cruel capitalists. He was not getting rest, each and every second he was given an order to move but he himself was unknown about his perfect destination. Luis was moving as the will of capitalists as owners move their livestock whenever they like.

Luis neither knew about the destination nor was he given a chance to talk with his surrounded person. He was treated just, like moving cattle and they were chasing him as their private property. Neither Luis could share his feeling with those capitalists nor would they ask him about his pain and agonies. The capitalists were hesitating to talk with him, because he belongs to lower class and he belongs to working class. Capitalists always recognize themselves as that class which was selected or chosen by God and they always hate the poor who works day to night and use all his physical power to fulfill his empty desires.

Capitalism, as Gramsci suggests, is controlled not only through violence and political and economic coercion but also through ideology in which the values of the bourgeois become common sense values of all. Thus, a consensus culture develops in which the working class identifies their own good with the good of bourgeois and helps to maintain the status quo rather than revolution. For Gramsci:

Permeation throughout the society of an entire system of values, attitudes, belief and morality that has the effect of supporting the status quo in power relations, hegemony, in the sense might be defined as an 'organizing principle' that is diffused by the process of socialization into every area of daily life. (qtd. in Boggs 39)

These statements clarify that hegemonic power means consent to be governed and working class are always given consent with capitalists and they are always dominated by capitalists.

Luis was taken to one place to another as captive, he was totally surrounded by different people and he was heading with them silently being a kite moved by wind. In his unknown journey led by capitalists he says that "I was put in a house and the whole town lined up to get a look at me. I thought of a fakir I had seen for fifty centavos in Bogota in about two years earlier"(98). Because of hunger and thirst Luis supposed himself as a fakir, capitalists made him fakir. He argues:

The only difference between the fakir and me was that the fakir was in a glass box. He hadn't eaten for nine days. I had been ten days at sea and one day in bed in a room Mulatoos. I watched the faces parade before me - black faces, white faces in an endless line . . . a sense of human about it all - and I guessed that someone might even be selling tickets to see the shipwrecked sailor. (99)

Luis compares himself with fakir, because fakir can live without eating anything for long days, he can stay in a fasting. In this way, Luis also supposes himself fakir because he was not given anything to eat for long days. Fakir does his fasting for his own desire and he feels happy to remain hunger because it is his achievement of his life, being hungry for long days he gets close by God and God gives him visit.

But the condition of Luis is different from fakir, to remain hungry was fakir's own desire but Luis's desire was not to be hungry, he wants to eat but he was not given to eat anything. He was surrounded by cruel person and those capitalists don't care about his hunger, thirst and his physical pain. Those capitalists only use him as their wish.

Luis is surrounded by capitalists and they behave him as if he was a criminal and he had done a great crime. Every time he is surrounded by different faces, some black faces, white faces who always keep on watching him. Because of the gathering or crowd of the people, Luis feels suffocating but nobody gives love and sympathy on him, they laugh at him they tease and mock him. In the crowd of the people, Luis finds himself a different creature because he was observed by all the time and if he was not a different creature nobody would laugh at him. He would be cared and loved but he forgot about the love, care, sympathy, affection among those cruel capitalists.

Luis feels that some capitalists are promoting their business and earning more money because most of the people are enjoying him and getting pleasure just watching him, he must be advertised among those crowd as strange as beast and people were gathering there to watch him.

Therefore, Luis feels that ticket must have been sold by some money minded capitalists and the crowd of people who were watching him and were enjoying must have booked ticket earlier to watch him. The mind of the capitalists is always filled up

with matter and money and to get material success they never fall behind to reify the human body.

When Luis observes his surrounding, he gets confused because of overcrowd of his onlookers, the onlookers were different types of people. Some were children, adult, old and some onlookers were riding on a donkey. There was no chance of reducing the crowd, each and every time the crowd of the onlookers was increasing and there were no less than six hundred people around him. "They took me to San Jaun de Uraba in the same hammock in which they had carried me to Mulatos" (99). Watching around his onlookers, Luis gets confused and says "There were no fewer than six hundred men. There were also women, children and animals. Some were on donkeys but most were on foot" (99). Actually it was like a festival because every people were enjoying watching Luis and Luis was victimized but the entire crowd was celebrating happily. The whole town was following Luis with a great eager and police were getting unable to control the situation of the mass. People were dashing each other with their elbow, and their effort was to look and observe Luis. Why the town's people are running after Luis? Actually there was no any concrete reason but it was only rumor that some strange person has arrived in their village.

In capitalistic society, capitalists make a man hero without his great work and do publicity among all and they get advantage from the hero. In this novel *The Story of a Shipwrecked Sailor*, Luis was given a crown of hero and given publicity, after all he got the name of hero and Luis was selected as the best model for capitalists' business promotion. "I did nothing heroic. All my effort went toward saving myself. But since salvation came wrapped in a glow and with the title of hero as a price, like abandon with a surprise inside it. I had no choice but to accept my salvation as it come, heroism and all" (101).

After rescuing from the sea, Luis was taken away by the capitalists and he was given a name of hero. Actually, capitalists put crown over his head as a mighty hero who could survive in the sea without food for ten days and he did struggle with shark and other sea creature when the name of the hero was given to Luis. He got confused because he feels that he only did struggle for his life and luckily he saved himself from the sea creature. Besides that he had done nothing but he was considered as a superman or superhero who did struggle in the sea.

Most of the people asked Luis about Shipwrecked but Luis was unable to respond them because he was luckily saved but not a hero. Till that time Luis was not forgetting his pain, his chest, knee, leg and other parts of the body were aching it was his physical pain he was suffering that but on that particular time he was given a name and fame of hero, actually he was made by a hero capitalists for their private desire.

Business promotion and material success is the first quality of the capitalistic society directly or indirectly, positively or negatively capitalist do some work but the final destination of their any work is material success. Luis was getting free from his pain and his wounds were getting dry although he was admitted in hospital where he was guarded by the full security and he was not allowed to talk to anybody.

Being free from any wounds, Luis was not discharging from the hospital, because there was some intention of the capitalists and capitalists wanted to get some benefit from his body.

Where they assigned men a guard so that no one could speak to me.

After three days I felt completely normal but I could not leave the hospital. I knew that after I was discharged I would have to telling my story to the whole world Newspaper reporters from all over the country had come to the city to interview and photograph me. (102)

Luis had neither done a great mistake nor he was a criminal but he was given a guard when he was in a hospital. I was the plan of capitalists who want to do their business promotion. If everybody talks and knows the reality of Luis it would be valueless story but when he was not allowed to talk to anybody his story about the shipwreck remains suspense and many journalists and reporters were coming to take photograph of Luis and they were going to take interview with Luis after that those capitalists could earn more money selling their paper and through media they want to be popular giving strange and exciting news among the people.

After being normal, Luis could not leave the hospital because he was not free to go outside as his own desire because he was the captive of capitalists and he had to deliver every detail to the capitalists about his shipwreck. The story about shipwreck which would get popularity in the market and capitalists want to make it episodic story which they could daily sell in the market through media.

Main aim of capitalists is to get matter and to get material achievement they can change their color, I Luis was in secure room of the hospital but to get his interview one capitalist enters as a doctor in a disguise form. "Another one, more daring, disguised himself as a doctor, fooled the guard, and slipped into my room. It was a great coup for him but short lived" (102). All the capitalists wanted to get benefit from the body of Luis because using his body capitalists could promote their business, so by different skill and pretension they took photograph of Luis and especially media person wanted to take his photograph after taking photo of superhero their paper business would be popular and they would get more profit for single photograph. Showing a face of doctor, reporter got in the room of Luis where nobody was allowed to go. When he demanded paper instead checking up and asking him about his health; Luis thought that the doctor will start to checkup him but it was a

reporter of press in face of doctor.

The examination did not until the paper arrived. He handed me the paper and asked me to draw a ship. I drew a ship then he asked me to sign the drawing, which I did . . . next he asked me to draw a frame house. I drew a house and best I could with a banana plant next to it.

That was when I became convinced he was a reporter in a disguise. But he insisted he was a doctor. (104)

When Luis completed the drawing demanded by doctor, Luis got confusion because the duty of the doctor was not to order him to make a drawing, in a different way reporter wanted to get some information about the wrecked ship and he wanted to print the picture of his drawing on his paper and after doing that skillful job perhaps, he would be promoted in his job or his paper would get popularity in the competition market.

When Luis was in hospital bed he was not given a rest but in different pretension he was exploited by the capitalists. Exploitation is the main aim of capitalists, in any way capitalists exploit the general working class people. When Luis was free from hospital, he was given a high respect of hero. "I realize that my life had changed. I was greeted with great fanfare at the airport. I was decorated by the president of the country; he congratulated me on my heroic feat" (105). Luis was also unknown about his own work, what he had done in the sea, he had already rescued him despite of hunger, thirst and danger of the sea creature but for this minor work why he was given a great honor and president of a country was respecting him. In every part of the town only the discussion was going on about Luis and per second he was getting a post of supermodel and overnight using him. Capitalists were going to get their material achievement. Using Luis in advertisement as a strong person,

capitalists wanted to promote their business.

Slowly and silently capitalists were following Luis for their benefit. He was given different gifts from the different manufacturer company. Indirectly business tycoons were coming towards Luis and they were shaking their hands with Luis but their main purpose behind shaking their hands was different. "I was very grateful for my watch which have kept perfect time during my odyssey, but I did think that would be of much interest to the watch manufacturer, nonetheless, they gave me five hundred pesos and new watch" (105).

Watch Manufacturer Company got good opportunity to do its advertisement, because the watch which was used by Luis was guaranteed as a good quality watch because which could work properly in the water and it was the watch which was used by the superhero. Luis was given a five hundred pesos by the owner of watch company and he was gifted another watch. Just giving one watch to Luis those capitalists could sell thousand watches in the market. So, Luis was used as a model for the advertisement. Reification of human body is main motto of capitalistic society and for their benefit capitalists always use other human as their models.

In this way, Luis got another amount of money from Chewing-gum Company; he got thousand pesos from the company, giving him thousand pesos owner of the company could earn ten million. When Luis eats that chewing gum, the advertisement would be successful and in culture industry advertisement is the great skill of business promotion. Luis says, "I was lucky that the manufacture of my shoes gave me two thousand pesos for endorsing them in an ad. For promoting my story to be told on radio I received five thousand" (105).

'Money attracts Money' this theory is very clearly known by capitalists and to get more profit they invest willingly. Shoes company got golden opportunity to invest

its money on advertisement who provided money and pair of shoes to Luis: the company of the shoes whose shoes were worn by Luis got popularity among other competitors company because the shoes worn by Luis were very strong and it was a good chance for them to show their quality of shoes which were very strong.

Likewise, from another radio station Luis was given five thousand pesos and his adventure journey was told by radio in an episode form, the radio company invested only five thousand for Luis but the outcome of that investment was twice profitable because the radio station could earn more money telling the story of Luis. These all are techniques of capitalists to gain more matter. In business field capitalists are more conscious and by hook or crook they want to earn more profit whether the work is good or bad. Adorno and Horkheimer theorise that:

The term culture industry, arguing that in a capitalist society mass culture is akin to a factory producing standardized cultural goods, films, radio programs, magazines, etc; these homogenized cultural products are used to manipulate mass society into docility and passivity. The introduction of the radio, a mass medium, no longer permits its listener any mechanism of reply, as was the case with the telephone. Instead, listeners are not subjects anymore but passive receptacles exposed in authoritarian fashion to the same programs put out by different stations. (66)

Reification and commodification are main technique of modern marketing field.

Especially using human being as commodities is the main factors of modern business sectors. Luis is very pathetic character in this novel *The Story of a Shipwrecked Sailor* since this novel is about his pain and suffering into modern business promotion. One wounded person changed into supermodel, this is the way of misbehaving individual

despite his feeling.

Luis is given money by different companies and his whole story was delivered by media, his photographs were printed on the first page of the newspaper. One sick person seems to get popularity everywhere but what is the motif of his popularity? Really his body which he rescued from the ten days fasting in the sea voyage is good usable commodity for all and using his body in different purpose capitalists get profit.

Thus, the novel is strikingly the hallmark of modern form of capitalism, known as objectification. Analyzed from different perspectives, it bluntly shows how the capitalists are prone to commodify the human body. Luis is the clear example of it. The present research unearths the capitalist's psyche in the novel, though the novel has just been seen as an adventure novel before. In surface the novel is seen as an adventure; if we meditate upon Luis. It is crystal-clear that the capitalists do not hesitate to use anything-even the human body for benefit. Therefore, rather indirectly, Marquez is found criticizing the capitalism in *The Story of a Shipwrecked Sailor* which the present researcher has shown.

The research unearths how human body have been commodified in the capitalist society where capitalism and hegemony are dominant social values, by studying the main character Luis in Marquez's novel *The Story of a Shipwrecked Sailor*. After studying the condition of working class people, the researcher has come to the conclusion that the human body is treated not as sensitive and respected human beings but as the commodities in the hands of those people who are using human body as salable object in the market.

The prime motive of capitalism is material success in any condition. Actually, capitalism does not care about good or bad effect of using any object badly, and it uses any object in favour of its benefit but it does not think any bad effect which will

come in the future. Capitalism exchanges anything for material prosperity - even the body. Luis, the Shipwrecked Sailor, survives after ten days struggle in the Sea without food and water. He struggles each and every second for his life, when he survives himself from the paws of the death, no capitalists observed his pathetic situation with love, but the capitalist society uses his struggle and survival for its benefit.

Capitalists objectify the body just to change it for matter – money. Luis, the victim of capitalism has been changed to mere or more commodify unknowingly. The effect of capitalism is so effective and pervasive that left no option. When Luis reaches the Seashore after long struggle and meets people, he hopes for food and water, he is not provided those necessary things but taken to hospital, he was taken to hospital not for his poor health but it was the starting of reifying of his body. Luis is surrounded by money minded capitalists and they took photograph of Luis and is asked different question by those material - minded person. His picture was printed and different popular companies came to provide him gift, but it was not happening as humanity, it was all the business idea of capitalists.

Hegemony is the chain which was thrown by capitalists and Luis was tied by the chain and there was no option to go against that powerful chain. Capitalists always use indirect idea to get more benefit. In this way Luis got popularity everywhere, television, radio and newspapers were only talking about Luis. Because of all those, Luis was fragmented, alienated and was become alone among the crowd but unknowingly he was commodified and made celebrity.

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