Argument Essay: People Removed from Nature

As time progresses, technology advances. It’s the objective of today’s society. The more we discover, the more technology sneaks into our daily routines. As a result, technology interferes with an individual's connection with nature.

Society values nature for the sake of its own benefits. Of course we appreciate our beautiful land! That’s obviously why we cover it with our companies labels and other brand names! Duh! Take Buc­ees, for example. The Texan­ made gas station (the size of Wal­Mart) begins its advertising 200 miles prior to its actual site. Billboards such as “150 miles away from Beaver Nuggets!” use geographic location to catch a traveler’s eye. Believe it or not, endorsement’s can use nature to disguise themselves from being, well, endorsements. In Panama City, Florida during spring break, Red Bull promoted its newest product by dropping a crate full of free Red Bulls onto the beach via helicopter. Red Bull used the beach for its beauty and attraction to reach the public for advertisement and publicity purposes. While these billboards, commercials, planes and crazy stunts seem to phase us, it’s clear that companies don’t actually appreciate nature, they just appreciate what nature can do for their product.

Yes, some aspects of technology benefit society, but there are many instances where technology is the root of many issues. So, technology is to blame for part of the disconnection between people and nature. Advancements in technology has caused people to perceive nature indirectly. Why go outside and actually plant a garden when you could plant one in the palm of your hand, literally? Farmville, a popular app, allows individuals to artificially create farms and Jaks 5 plant crops. Therefore, the game encourages people to think that they’re actually “farming” when realistically, they’re far from it. The 2009 film, Avatar, brought people into the make ­believe world by offering 3D technology while watching the movie. Whereas the audience may be tricked into thinking they’ve actually traveled to another land, they’re still sitting in their movie chairs, on planet Earth. While this may seem “bah­humbug”, people are influenced through media and electronics to think that they are experiencing nature. Hate to break it to you, but no movie, game or commercial can provide you the real experiences that nature has to offer.

Nature’s beauty is impossible to copy, replace or experience through a glass screen. You have to experience it first hand, or not at all. “If life gives you lemons, you make lemonade”, right? Technology disconnects us from nature, however there are a few exceptions. Certain aspects of technology encourage and allow people to connect with nature. GoPros, the mini, indestructible camera is made for capturing nature and all the adventures that come with it. The images and videos that the GoPro produce trendy and interesting images that society craves. So, by spending as little as $180, GoPro encourages individuals all over the world to go out and explore. Same goes for automobile brands like Jeep or John Deere. Jeeps are known for their mudding/off­roading abilities. By purchasing a Jeep, an individual's incentive to go traveling, to go off­roading and to go see what nature has to offer is boosted. Sometimes getting out into the environment requires a bit of incentive, especially in our world today, but we’ll take what we can get.

Having technology that takes you outdoors is one of the blessings in our technological cursed world. Jaks 6 As Samuel Johnson once said, “Deviation from nature is deviation from happiness.” Despite the exceptions, Technology has become a barrier in society’s connection with the environment. Lets face it, nature offers things that technology simply cannot. Living life through a glass screen isn’t living. It’s simply “getting­by”. Living is exploring and enjoying the natural playground that the world has offered you. Therefore, it’s important to enjoy nature first hand, not through technology