



**THE INFLUENCE OF COMMERCIAL CULTURE IN  
SINCLAIR LEWIS'S *ARROWSMITH***



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**ABSTRACT**

*Commercialism is a practice which emphasizes excessively on profit-making. Americans in particular are very curious and give more importance to money, prestige, social status and wealth. Materialism is engulfing all the fields of society. Due to materialistic attitude, people are becoming devoid of moral values. The present paper attempts to focus on the influence of commercial culture in Sinclair Lewis's "Arrowsmith". The novel deals with the life of a medical researcher and his experiences in the*

*medical field. The novel also explores how the medical institutions of America have turned into commercial places. It provides a useful insight into the conflict between ethical values and capitalistic values. Sinclair Lewis in this novel attacks on American society which was heading towards destruction due to the overworship of money.*

**KEYWORDS**

*Commercialism, materialism, American society, moral values, capitalistic values, medical institutions*