

# **Technocapitalism and the Beatles: Nostalgia in the Age of Digital Consumption**

**Chudi Hua**

Lancaster University, the United Kingdom

## **Abstract**

This paper delves into the relationship between technocapitalism and the commodification of nostalgia, using the Beatles' digital remastering and online distribution as a case study. In the age of digital consumption, technocapitalism has facilitated new forms of nostalgic engagement, allowing classic cultural artifacts to be repackaged and sold to contemporary audiences. The Beatles' transition into the digital realm exemplifies how technocapitalist practices exploit nostalgia, transforming it from a personal and collective sentiment into a marketable commodity. This research critically examines the implications of such commodification for our understanding of nostalgia, cultural heritage, and consumer behavior. It argues that while technocapitalism enables unprecedented access to nostalgic content, it also raises questions about authenticity, cultural memory, and the potential dilution of the original cultural significance of artifacts like the Beatles' music. The study contributes to the discourse on the arts and humanities by highlighting the complexities of navigating nostalgia in a digital marketplace, offering insights into the challenges and opportunities presented by the confluence of technology, capitalism, and culture.

**Keywords:** Art heritage, Identity, Memory, Nostalgia emotion, Rewrapped Product