



THE LUNGS OF PLEASURE ARE FULL OF DEATH OXYGEN

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The pleasure naturally diminishes over time due to its existence. This study delves into this idea and connects it to the Constructal Law, which suggests that to maintain sustained pleasure in our lives, we must continuously adapt and evolve to keep the flow of pleasure alive. It explores the profound significance of pleasure as a motivating factor in our lives. It provides valuable insights into how we can ensure its continuous evolution for our overall well-being.

Keywords: Constructal law; Pleasure; Economics; Evolution; Utility; Welfare.

1. INTRODUCTION

Have you ever wondered why our enjoyment of pleasurable experiences seems to fade over time? The initial excitement and pleasure we get from something gradually diminishes, and it becomes just another normal part of our lives. As children, many of us have fond memories of how we used to love certain toys like bikes or dolls. We would ask our parents to buy these toys for us, and the longer it took for them to do so, the more excited we would become. When we finally received the toy, we experienced maximum pleasure in the first moments. However, over time, this pleasure decreased and eventually faded away. Sometimes, we tried to revive the initial joy by changing the toy, such as installing a different horn on the bike or dressing up the doll in new clothes. While these modifications temporarily brought back some of the lost pleasure, the overall trend gradually faded. This feature is not specific to childhood and is not only about obtaining an object; enjoyable situations also exhibit this feature. Becoming the champion of a sports competition, winning a top scientific title, etc., are all pleasant experiences. However, over time, the pleasure derived from being in a pleasurable situation becomes normal. If we delve deeper into this issue, we will realize that all pleasures start to fade after they are acquired; it's as if pleasure is on the path of fading away (death) as it continues. It's as if pleasure is a creature that moves closer to its demise with each breath (continuation). In the words of Iranian poet Sohrab Sepehri, "the lungs of pleasure are full of the death oxygen.[1]" This is a great fact of life that makes the flow of life not static (dead) but constantly changing (alive). Change is needed for progress. Human development is due to this feature [2].

Consider a river stream that flows down a hill and stops (dies) after hitting an obstacle. For the river to continue (survive), it must change course, bypass the obstacle, and flow again (survive). Just as pleasure must change and evolve to last (installing a different horn on a bicycle, dressing a doll in new clothes, gaining a higher sports position, gaining a higher scientific position, etc.). In fact, the desire for more pleasure (more welfare, more access) serves as a driving force that propels a living system to move, survive, and progress. We get pleasure from accomplishing and succeeding in sports or academics and attaining wealth (more access). It reminds us of the constructal law: "For a finite-size flow system (not infinitesimal, one particle, or sub-particle) to persist in time (to live), it must evolve with freedom such that it provides easier and greater access to what flows [3]." This fundamental principle, known as the Constructal Law, seems to apply in all universe dimensions, including the perception of pleasure – the live flow systems like to evolve.

2. TOTAL UTILITY AND MARGINAL UTILITY IN ECONOMICS

This feature is also true in microeconomics. In microeconomics, the utility function expresses the consumer's behavior regarding the desire to buy a good or service. For this reason, consumers demand a product that gives them satisfaction or utility (pleasure). Utility refers to the satisfaction or happiness of consumers who consume goods. When a new product or service enters the market, it will have high utility if designed correctly and based on current needs. As the consumption of goods and services increases, its utility decreases over time.

This results in the total utility rising at a decreasing rate until it reaches its maximum point. Beyond this point, the total utility decreases (see Fig. 1).

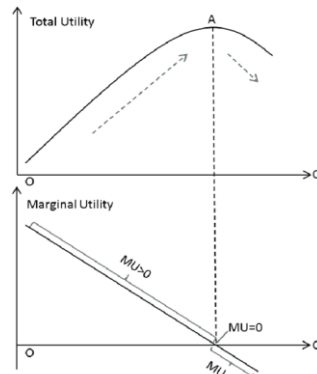


Fig. 1 – Total and marginal utility functions.

Marginal utility is a consumer's satisfaction or pleasure from the last unit of a good or service consumed. As consumption increases, the satisfaction gained from each additional unit of goods decreases. For example, the first glass of water may provide high utility, but subsequent glasses offer less. This is the law of diminishing marginal utility, where the marginal utility decreases as consumption increases (see Figure 1) [4].

In a way, the utility (pleasure) of a product or service decreases with the increase (continuation) of its use. (The lungs of pleasure are full of death oxygen). That is why innovation and change (evolution) are essential for the success and sustainability (survival) of companies producing goods or services (flow system). Successful and dynamic commercial companies, according to the feedback they receive from their customers, discover the features that make more utility and improve (evolve) their goods or services in the same way. These improvements are to make more welfare and pleasure (more access). This human trait is responsible for the advancements in producing flat, concave televisions, smartphones, etc. Nokia's descent into the mobile market is a story that resonates with many technology enthusiasts. One of the primary factors contributing to this decline was the company's sluggish response to the burgeoning smartphone revolution that took off with the groundbreaking launch of the iPhone in 2007 (evolution). At that pivotal moment, the Symbian operating system, which had been Nokia's pride, quickly became irrelevant. Unlike its competitors, iOS and Android, Symbian struggled to foster a vibrant and robust app ecosystem, leaving it unable to meet the evolving demands of consumers. As a result, Nokia became increasingly marginalized in a fast-paced industry, shifting towards innovative and user-friendly smartphone solutions. The story of Nokia clearly illustrates that a product or service's utility (pleasure) tends to diminish with increased usage. This phenomenon underscores the critical need for continuous innovation and adaptation within companies that manufacture goods or deliver services. To thrive and maintain relevance in a competitive marketplace, these businesses must embrace change and evolve to meet their customers' shifting preferences and expectations.

In today's fast-paced business environment, companies that fail to adapt and embrace new product or service developments risk falling behind their competitors and facing the possibility of going out of business (death of flow system).

3. CONCLUSION

Pleasure must change and evolve to last. The desire for more pleasure drives progress, as the constructal law states. In economics, the utility function represents satisfaction and happiness from purchasing goods or services. As consumption increases, the satisfaction from each additional unit decreases (law of diminishing marginal utility). Innovation and change are essential for companies' success and sustainability. Failure to adapt and embrace new developments can lead companies to fall behind competitors and even leave business.

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