

In the old days, a love story was between a guy and a girl. Perhaps a Soda Jerk (boy) meets Girl, Soda Jerk loses girl and then Soda Jerk gets girl. It was about that and, in the end, if they worked out the relationship, they were successful. The story would be complete. In order to reach a climactic ending, in order to find resolve in the end, the focus would stay on their relationship.

Now when a love story is either written or filmed, the story can't simply stay on the relationship between the two parties. Somehow, one of the characters or perhaps both must achieve some kind of financial or career success, many times at perhaps stomping on a competitor or a generic bad guy in the story. For example, nowadays if a Clerk (Soda Jerk) meets a Girl and the Clerk loss the Girl and then the Clerk gets the Girl, it would not be enough. The Clerk must somehow take over the store he works at or perhaps the whole company. He must "win" all around in order for the story based on the relationship to "work."

This "win" mentality has been inbred in all of us. We live in a capitalistic society. Capitalism causes competition which breeds excellence. In any competition there must be winners and losers. Therefore, in the stories of today, our lead characters inevitably have to win or be conceived as "winners" by society's definition.