



Political Consumerism. Eine effektive Form politischer Partizipation? (German Edition)

Stefanie Aue

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Akademische Arbeit aus dem Jahr 2008 im Fachbereich Soziologie - Konsum und Werbung, Note: 1,5,
Universität Siegen, Sprache: Deutsch, Abstract: Anhänger des Trends Lifestyle and Sustainability, kurz LOHAS, beschäftigen sich im überdurchschnittlichen Maß mit ökologischen und sozialen Themen. Ihre politische Meinung in Bezug auf Gesundheit und Nachhaltigkeit drückt sich in ihrem Konsumverhalten aus, mit welchem sie politischen Druck aufbauen, um so die Wirtschaft zu beeinflussen. Dabei drängt sich die Frage auf, als was für eine Art von Konsum der nachhaltige und gesunde Lebensstil gesehen werden kann. Er wird allgemein zum Political Consumerism (deutsch: Politischer Konsum(erismus)) gezählt, da er als Mittel zum Ausdruck politischer Meinungen fungiert. Die nachfolgende Arbeit wird den Begriff des Political Consumerism näher erläutern und auf seine Formen eingehen.

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