

Kurzbeschreibung:

The seminar focuses on one specific field within the study of material culture: the reduction of consumption. The last decade saw an increase in publications on minimalism, voluntary simplicity, downsizing or other reduction practices with vegetarianism and veganism as its most popular trends. Although these blogs, podcasts and meet-ups appear all new to us we will discover the long history of voluntary reductions. We will answer the following questions:

What is the difference between poverty and voluntary simplicity? Where and how are the practices to be found? What media do they use? What forms of consumption and values are touched? How is the thought of downsizing rooted in our society?

All students will produce a fieldwork study of one specific practice of reduction in theory and practice.

Literatur:

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Podkalicka, Aneta, and Jason Potts. "Towards a General Theory of Thrift." *International Journal of Cultural Studies*, December 8, 2013.

Shaw, Deirdre, and Terry Newholm. "Voluntary Simplicity and the Ethics of Consumption." *Psychology & Marketing* 19, no. 2 (February 2002): 167–85.

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