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Sex im Alltag

By Melanie Sarnow

GRIN Verlag GmbH Jul 2013, 2013. Taschenbuch. Book Condition: Neu. 211x149x7 mm. This item is printed on demand - Print on Demand Neuware - Examensarbeit aus dem Jahr 2013 im Fachbereich Sozialwissenschaften allgemein, Note: 1,5, Universität Hamburg, Sprache: Deutsch, Abstract: Sexualität ist in der heutigen Gesellschaft allgegenwärtig. Ob in der Fußgängerzone oder in U-Bahnhöfen, überall werden wir mit eindeutiger oder auch zweideutiger Werbung konfrontiert. Die Industrie versucht den Konsumenten überall und mit allen Mitteln zu verführen. So wird auf großen Werbeflakaten mit Unterwäschemodellen in sexy Posen oder Leitsprüchen wie 'Just do it!' die Aufmerksamkeit der Passanten erregt. In den meisten Werbespots geht es gar nicht um den Akt zwischen zwei Personen an sich, es geht darum, leicht bekleidete Körper überwiegend von Frauen zur Schau zu stellen, um eine gewisse Sexyness und Verfügbarkeit anzudeuten. Versucht man den Blick abzuwenden, werden wir spätestens zu Hause durch TV(-Werbung) und das Internet wieder an das Thema Sexualität erinnert. Sexualität hat jeden Aspekt des öffentlichen Lebens infiziert (McLaren 1999: 1). In der Literatur wird aktuell immer wieder von einer Gesellschaft gesprochen, die oversexed und underfucked ist. Die Medien zelebrieren Sex immer tabuloser während Lust auf Sex verschwindet. (Heyne 2012: 5) Eine Flut anzüglicher Bilder und Ansagen...


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