



## Wie entstehen Trends? (German Edition)

*Carolin Gosny*

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Studienarbeit aus dem Jahr 2004 im Fachbereich Soziologie - Sonstiges, Note: 2,0, Universität Lüneburg (Sport und Bewegungskultur), Veranstaltung: Die Gesellschaft in der Freizeit und im Sport, 12 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die gegenwärtige Arbeit behandelt das Thema ‚WIE ENTSTEHEN TRENDS‘ als Vertiefung des Seminars: ‚DIE GESELLSCHAFT IN DER FREIZEIT UND IM SPORT‘.

Heutzutage ist es modisch geworden über Trends zu plaudern, und immer häufiger wird der Ausdruck ‚Trend‘ gebraucht. Ob im Radio vom Wettertrend oder in TV-Sendungen oder Zeitschriften die neusten Modetrends von Kleidungen, Innenausstattungen oder Lebensweisen gesprochen wird, in der heutigen Zeit wird dem ‚Trend‘ viel Aufmerksamkeit und auch Glauben geschenkt.

So stellt man sich die Frage ‚Wie Trends eigentlich entstehen?‘ Entstehen sie durch die ausgesprochene Dynamik in unserer Gesellschaft, durch das Gieren der Unternehmen nach immer mehr, immer neuen Trends – bestrebt, nur ja keinen zu versäumen. Also geht es bei der Entstehung gar nicht um die Entwicklung in die eine oder andere Richtung, sondern meist um überraschende neue Qualitäten.

Individualisierung, der Megatrend schlechthin, bei dem der Ausstieg aus traditionellen Gemeinschaften (Familie, Kirche etc.) dem Einstieg in post-traditionelle Gemeinschaften (Szenen) gegenübersteht. (vgl. Liebl 2003, 172)

Im Rahmen der Ausführungen erfolgt ein Einblick in die wissenschaftliche Diskussion des Themas. Hierbei bilden ein Definitionsversuch, sowie die Auseinandersetzung mit der Entstehung und der Entwicklung von Trends unter besonderer Berücksichtigung der Trendsportarten die Grundlagen des theoretischen Exkurses.

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