

Consumer Capitalism, the Environment, and Environmentalism

96th Minisymposium of the Centre for Environmental History
13th Rachel Carson Center Lecture

Presentation:

Mark Stoll

Professor, Texas Tech University
Lubbock, Texas, USA

Introduction:

Verena Winiwarter

Moderation:

Martin Schmid



Source Wikimedia Commons
Gazebo: Centennial Light
Bulb in Livermore CA 2016

Place: Universität für Bodenkultur Wien | **Standort Schottenfeldgasse 29, 1070 Wien**

Time: Monday, 18th November 2019, 18.15 – 20.00

Abstract:

By the 1960s, environmentalism arose to counter the ecological impact of consumer capitalism, yet was also a product of it.

The United States began to transition from coal-based industrial capitalism to petroleum-based corporate-dominated consumer capitalism in the 1920s. Rising income, installment plans, and modern advertising encouraged consumption. Movies, radio, and mass market publications effectively created a massive propaganda network for consumerist values. Individualism, consumption, and self-gratification overwhelmed such traditional values as community, productive industriousness, sobriety, and self-denial.

Consumerism triumphed after 1945. Large corporations and concentrations of capital slowly grew enormously powerful. Televisions, the Internet, and smartphones now promote consumer values constantly and ubiquitously.

Environmentalism reflects consumer values by presenting environmental issues as problems of individual responsibility or conscious consumption.

SAVE THE DATE:

16. 1. 2020: *Maria Buck „Umweltbewegungen“*