

# Soviet Consumer Culture in the Brezhnev Era



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出版者:Routledge

出版时间:2013-6-26

装帧:Hardcover

isbn:9780415687546

After decades of turmoil and trauma, the Brezhnev era brought stability and an unprecedented rise in living standards to the Soviet Union, enabling ordinary people to enjoy modern consumer goods on an entirely new scale. This book analyses the politics and economics of the state's efforts to improve living standards, and shows how mass consumption was often used as an instrument of legitimacy, ideology and modernization. However, the resulting consumer revolution brought its own problems for the socialist regime. Rising well-being and the resulting ethos of consumption altered citizens' relationship with the state and had profound consequences for the communist project. The book uses a wealth of sources to explore the challenge that consumer modernity was posing to Soviet 'mature socialism' between the mid-1960s and the early 1980s. It combines analysis of economic policy and public debates on consumerism with the stories of ordinary people and their attitudes to fashion, Western goods and the home. The book contests the notion that Soviet consumers were merely passive, abused, eternally queuing victims and that the Brezhnev era was a period of 'stagnation', arguing instead that personal consumption provided the incentive and the space for individuals to connect and interact with society and the regime even before perestroika. This book offers a lively account of Soviet society and everyday life during a period which is rapidly becoming a new frontier of historical research.

作者介绍:

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## 标签

苏联史

苏联

经济

社会主义经济

社会

消费文化

消费

## 评论

写作业时用到的书。抽读，作者应该是欧美学界专门研究苏联勃列日涅夫时代消费文化的专家。这本算是之前的文章与新增研究有关勃时代消费文化的集大成之作。个人认为勃时代绝对没有某些人所说被动、孤立、封闭，而是仍然充满活力、迈向现代化的时代，通过对消费文化的视角有助于我们重新思考勃时代的社会。

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勃总时期的苏联配得上developed socialism的定义。汽车家电各种消费品已经普及各阶层，群众收入上升，社会稳定。年轻一代有储蓄有时间去追求更好的物质文化。同时僵化的官僚集团降低了计划经济与西方消费文化的竞争力，而年轻一代因此对体制产生了不满(经历过卫国战争的年长一辈则非常感激)

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## 书评

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