

Let's Get Socio-political: The Citizen's Profile against Consumer's Attitudes

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The quality of being a European citizen is considered as a quasi political identity, that can exceed (or even bond) the fragmental partialities (nationalities) and the broken national/socio-political characteristics being moulded into the global and homogenous features of the consumers' profile.

In this approach we discuss the supranational characteristics as a normative prospect or framework and prerequisite for the development of socio-political attitudes against a seemingly all-consuming individual.

Our approach is divided in three parts: in the first part (1) we focus on ideas where the supranational characteristics can be founded compared to the impersonal development of the consumers' profile. In the second (2) part we articulate the institutional applications through the deconstruction of the national identity and synthesis of a European culture, by reference to the concept of citizenship, the role of various EU Conventions and even cosmopolitanism. The assessment in the third (3) part closes our discussion.

We conclude that the fermentation of the socio-political features of the citizens may very efficiently respond to the prevailing market values in all levels of modern/post-modern society.