Contents

| Ac | Acknowledgements | | |
|----|------------------|--|-----|
| 1. | Int | roduction | 10 |
| 2. | The | oretical Framework | 19 |
| | 2.1 | Historico-Genetic Theory of Culture | 25 |
| | | 2.1.1 Human intellectual and socio-cultural life form | 26 |
| | | 2.1.2 Subject logic | 29 |
| | | 2.1.3 The historic development of culture | 31 |
| | 2.2 | Implications of Evolutionary Epistemology | 38 |
| | | 2.2.1 Structures and classes | 42 |
| | | 2.2.2 Patterns of order | 45 |
| | | 2.2.3 Socio-cultural patterns | 47 |
| | | 2.2.4 The four causal forms in the socio-cultural system | 54 |
| | 2.3 | Gender Roles | 56 |
| | | 2.3.1 Love and gender roles | 57 |
| | | 2.3.2 Power and gender relations | 63 |
| | | 2.3.3 The development of power in gender relations | 67 |
| | | 2.3.4 Gender relationships today | 71 |
| | | 2.3.5 Current research on gender relations | 74 |
| | 2.4 | Comparative Culture Studies – Implications | |
| | | of Modernization Theories | 78 |
| 3. | Red | isons for a Society's Specific Set of Values | 89 |
| | 3.1 | The Relative Level of Prosperity | 89 |
| | 3.2 | The Role of Religion | 91 |
| | 3.3 | Economic, Political and Social Development after 1945 | 94 |
| | | 3.3.1 West Germany after 1945 | 94 |
| | | 3.3.2 East Germany after 1945 | 99 |
| | | 3.3.3 The Czech Republic after 1945 | 105 |
| | | 3.3.4 Poland after 1945 | 116 |

| 4. | Th | e Text Type "Personal Advertisement" | 128 |
|----|-----|--|------|
| | 4.1 | The History of Personal Advertisements | 132 |
| | 4.2 | Personal Advertisements as Research Objects | 102 |
| | | in Cultural Science | 134 |
| | | 4.2.1 Peter Kaupp: Wedding banns in social change (1968) | 134 |
| | | 4.2.2 Christiane Gern: Gender roles: Stability or change? | 134 |
| | | An empiric analysis of personal advertisements (1992) | 137 |
| 5. | Em | pirical Data and Research Methodology | 1/.0 |
| | 5.1 | Database | 140 |
| | 5.2 | Content Analysis | 142 |
| | | The Category System | 144 |
| | | Data Analysis | 146 |
| | | | 149 |
| 6. | | sults | 153 |
| | 6.1 | Character and Values/Virtues | 153 |
| | | 6.1.1 Character traits and values/virtues – West Germany | 154 |
| | | 6.1.2 Character traits and values/virtues - East Germany | 159 |
| | | 6.1.3 Character traits and values/virtues - the Czech Republic | 163 |
| | | 6.1.4 Character traits and values/virtues - Poland | 167 |
| | | 6.1.5 Intercultural comparison of the ideal character | |
| | | and values/virtues | 173 |
| | 6.2 | Outward Appearance | 175 |
| | | 6.2.1 Outward appearance – West Germany | 175 |
| | | 6.2.2 Outward appearance – East Germany | 178 |
| | | 6.2.3 Outward appearance – the Czech Republic | 181 |
| | | 6.2.4 Outward appearance - Poland | 184 |
| | | 6.2.5 Intercultural comparison of the ideals of beauty | 187 |
| | 6.3 | Age | 189 |
| | | 6.3.1 Age - West Germany | 189 |
| | | 6.3.2 Age – East Germany | 191 |
| | | 6.3.3 Age – the Czech Republic | 193 |
| | | 6.3.4 Age - Poland | 195 |
| | | 6.3.5 Intercultural comparision of age | 197 |
| | | Acquired Status | 198 |
| | | 6.4.1 Acquired status – West Germany | 199 |
| | | 6.4.2 Acquired status – East Germany | 203 |
| | | 6.4.3 Acquired status – the Czech Republic | 206 |
| | | 6.4.4 Acquired status - Poland | 209 |
| | | 6.4.5 Intercultural comparison of acquired status | 212 |
| | | Expectations on Relationship and Family/Children | 216 |
| | | 6.5.1 Expectations on relationship and family/children – | 210 |
| | | West Germany | 216 |
| | | 6.5.2 Expectations on relationship and family/children – | 210 |
| | | East Germany | 210 |

| | | 6.5.3 Expectations on relationship and family/children - | |
|-----|---------------|---|------------|
| | | the Czech Republic | 221 |
| | | 6.5.4 Expectations on relationship and family/children - Poland | 223 |
| | | 6.5.5 Intercultural comparison of expectations on relationship | |
| | | and family/children | 227 |
| | 6.6 | Leisure Time | 230 |
| | | 6.6.1 Leisure time - West Germany | 231 |
| | | 6.6.2 Leisure time – East Germany | 232 |
| | | 6.6.3 Leisure time – the Czech Republic | 233 |
| | | 6.6.4 Leisure time - Poland | 235 |
| | | 6.6.5 Intercultural comparison of leisure time | 236 |
| 7. | Con | ncepts of Life and Partnership | 238 |
| | | Concepts of Life and Partnership in West Germany | 238 |
| | | Concepts of Life and Partnership in East Germany | 241 |
| | | Concepts of Life and Partnership | |
| | | in the Czech Republic | 243 |
| | 7.4 | Concepts of Life and Partnership in Poland | 246 |
| | | Intercultural Comparison of Concepts of Life and Partnership | 248 |
| 8. | Lif | estyle | 251 |
| | 8.1 | References to Lifestyle in Personal Advertisements | 255 |
| | | Lifestyle in West Germany | 272 |
| | 8.3 | Lifestyle in East Germany | 282 |
| | 8.4 | Lifestyle in the Czech Republic | 290 |
| | 8.5 | Lifestyle in Poland | 299 |
| | 8.6 | Intercultural Comparison of Lifestyles | 307 |
| 9. | Th | e General Cultural System | 316 |
| 10 | Lis | t of Tables and Graphs | 320 323 |
| 11. | 1. Literature | | |
| Ap | Appendix | | |