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Klub studenata anglistike

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PRESENTS



## How an Odd Consumer Trend Helps Explain U.S. Culture

Pickup trucks are large vehicles designed for farm work. Today, when only 1% of Americans work in the farming industry, the three best-selling vehicles in the United States are all full-size pickup trucks. **WHY?** This presentation will do a deep-dive into American consumer, social, and popular culture to try to explain this uniquely American obsession.

Lecture by Prof. of American Studies, **Mark Metzler Sawin**  
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**Monday, 08.04.2024 11:00 D7 lecture hall**