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Promotional Yoga. The Old Indian Tradition of Yoga in the Western Market

Yoga stands for a popular genre of physical exercise in the European and American continents. The ancient Indian tradition of yoga has risen from a spiritual practice, aiming to combine body and mind. Yoga ideology is non-profit, but as the practice of yoga has become global it has faced the market economy. How is the commercial logics of market economy incorporated to the yoga culture? This paper looks for answers to this question by analyzing yoga magazines, yoga sites and stores in the internet, combined with interviews with yoga practitioners and participant observation at the yoga studios.