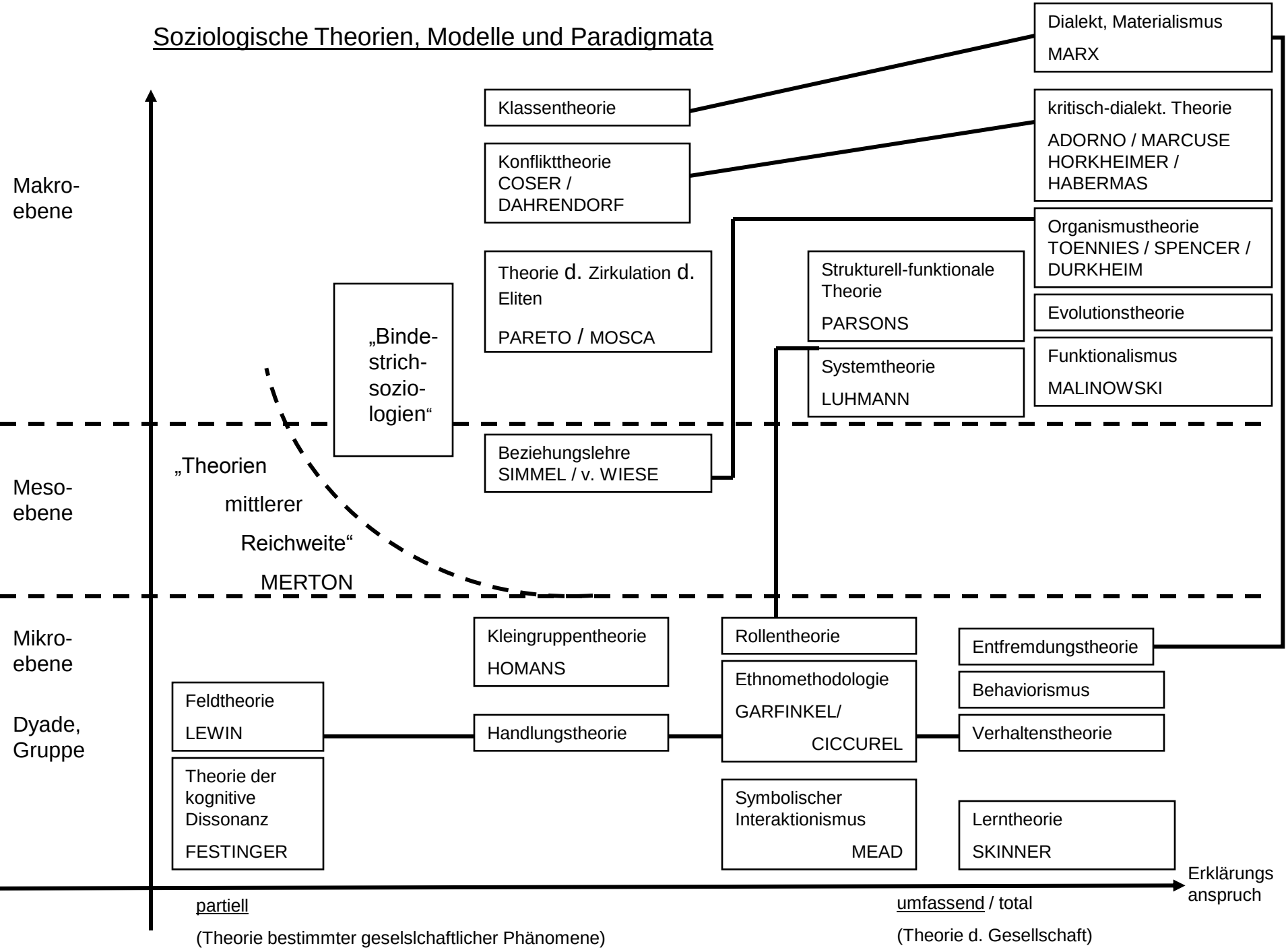Soziologische Theorien, Modelle und Paradigmata