

Abstract

This thesis focuses on the weddings, which has been assisted by a wedding agency. The work focuses mainly on the wedding day, on capturing the distribution of tasks and competences in planning and acting of participants (fiancés, parents and organizers) and the factors leading to it. The aim of the research is to examine the practices of the couples and focus on the distribution of power, gender stereotypes and moments that are negotiated between generations in the context of traditions and financial capital.

The thesis describes the social concept of a relationship and captures the factors associated with the form of contemporary relationships such as the change of love, intimacy and sexuality in the relationship. The key period is a transition to a modern, respectively a postmodern form of this relationship in our territory that will serve as the basis for my analysis. Wedding will be also described as a changing event with several components that can significantly affect the course of the wedding - especially the traditions, customs and roles and tasks of individual wedding actors associated with their wedding competences which have an economic character.

Keywords: wedding, love, power, gender, tradition, wedding agency, financial capital