

Abstract

This thesis deals with the concept of place and its transformation in the context of transatlantic transformations that still till nowadays stood aside the interests of the professional community. Representative place in the thesis is an example of the *american bar*, where the institution symbolized the newly established cultural elements gradually penetrated into the whole society and to this extent it could be viewed as a passenger concept venue. The main pillar of the thesis is to take into account sociocultural, economic, demographic and political aspects of bar environment as a peculiar manifestation of transatlantic communication. The key question to the concept of place is therefore whether the European continent was in the interwar period under a wave of Americanization, which in various locations showed a totally unique way that reflected the rising standard of living, while within the United States shaped this culture again by different way. On the other side, we meet with the complicated situation in the form of "dry" America and "thirsty" of Europe, or whether it was just an extraordinary manifestation of transatlantic relations and interaction, which would have thus secondarily been demonstrated modifications to the original concept in a European environment.

The thesis is designed on two levels, the first being formed by theoretical and methodological framework, aiming at the formation of assumptions related to cultural transformation and imaginative and actual dissemination of innovation in the society. In contrast, the second level includes empirical research, thanks to which should be theoretical knowledge put into with the real historical and geographical situation, for instance, notification of disposition concept of the *american bar* and how much was in European scales really American. Moreover, the thesis also offers a comprehensive insight into the whole concept and helps to enhance knowledge about the development of the aforementioned concept of place as an important component of everyday life scale in specific transatlantic relations as a comparison of selected cities, particularly in New York, London and Paris, where it was expected to find enough material to analyze the development of *american bar* at individual locations which is indispensable for the comparison of Americanization, as acceptance of the concept of time, to the importance of the bar for the development of territorial identity population in these cities during the first half of 20th century, as an expression of their current social status and standard of living.