

ABSTRACT

The aim of the diploma thesis is to define a specific phenomenon bound to the current consumer society, which by its expression considers certain values and relations to the material world as necessary or, on the contrary, unnecessary. At the same time, it examines the boundary between consumer goods that we use on a daily basis and the subjects that have become part of our personality. These findings are demonstrated on specific examples. Telecommunication progress and its impact on today's consumer society in all aspects of nowadays lifestyle has become the starting point for the diploma work. Phone as an artifact has become part of our life with an ever more personal approach. This phenomenon is grasped theoretically, creatively and as an opportunity for pedagogical activity and research. The pedagogical intention is not only suggested but also verified and reflected in praxis.