

Abstract

Rigorous thesis *Construction of Identity in the Emotional Culture* deals with possible changes in the construction of identity of man after the fall of the millenium. The thesis stems from Eva Illouz's description of society which states that our present society is unprecedently emotional and rational at the same time. The goal of this thesis is to advocate the initial statement, that in this organization of society the main source for construction of identity is no longer the consumption of material goods as it put notable social theorists since the second half of the twentieth century. I do not state that this remarkable era is fully over now, but I would like to point out, that consumption of material goods is loosing its strength in the process of identity construction due to the overall increasing living standards and mainly due to the fragmentarization of lifestyles. Considering the unprecedently high level of penetration of our society with emotion I consider them to be the new source of identity creation.