

## **Abstract**

Sociology, social science and human sciences in general are interested in the study of culture since its inception. This concern, however, have transformed over the years and the development of individual disciplines, especially in the 20th century, where the phenomenon of culture has become one of the main indicators of social coexistence. The concept of culture itself represents a very wide range of activities, objects and characteristics tied with the human and his behavior. This work focuses on the process, during which social scientists have begun to perceive the culture no longer just a file or a store of values, but as part of power struggle, hegemony, ideology and oppression in their everyday impact on the scientific knowledge and the creation of social discourse. It notes the rise of critical theory, which arose mainly in the context of the so-called “cultural turn“, starting in the postwar period. It records the development of social theory as a discipline combining several approaches, grounded in a larger frame of reference, the main aim is to highlight the difference between social science typical for modernity and more or less postmodern authors, which we nowadays consider the leading scientists and philosophers of the 20th century. This report covers the Frankfurt School of T. Adorno, M. Horkheimer and H. Marcuse, the British Cultural Studies of S. Hall, poststructuralism of M. Foucault and R. Barthes, deconstruction of J. Derrida, postmodern theorists J. Baudrillard, Z. Bauman, J. Lyotard and B. Latour, postcolonialism of E. Said, the contribution of P. Bourdieu and discussion over the shape of the modern world by F. Fukuyama, E. Hobsbawma and S. Huntington. This paper intends to summarize their overall contribution to social science and point to one of the key processes of the 20th century, which resulted in the abandonment of the project of modern rationality and the emancipatory capacity and the fact the culture has been placed in the center of studies of the society with all its implications.