

ANNOTATION

This bachelor thesis is based on two British literary works – Aldous Huxley's *Brave New World* (1932) and Julian Barnes's *England, England* (1998). The main aim of the thesis is to focus on the visions of consumer society and commodification in these novels and to explore its impact on individuals, culture and society itself. The first part of the thesis is concerned with consumerism, and its historical development and the main part analyses the features of this phenomenon in both dystopian novels.

Key words:

consumerism; commodification; dystopia; *Brave New World*; *England, England*