

The thesis is about relation of society and its material environment – architecture. It focuses on current architecture and its characteristics with relation to society. The emphasis is placed on influence of constructions, interaction with users and transmission of meanings. The thesis is characterizing contemporary architecture using theories of Marshall McLuhan. Today's architecture is distinguished by projective character which enables higher participation of users than former architectural traditions. New interconnection of society and architecture appears. It is characterized by higher degree of interaction. At the same time, higher relativization, individualization and virtualization of meanings emerge. Currently, architecture is cool medium through the lens of Marshall McLuhan theories. It is characterized by low definition. On the other hand, former architectural traditions were hot mediums with high definition.