

Abstract

In this thesis theoretical meaning of the concept of individualization is examined. Compilation and comparison of the concepts of individualization as they are understood by Ulrich Beck, Zygmunt Bauman and Anthony Giddens are put forward. Critiques of the concept of individualization are analyzed with focus on controversial issues of the concept of individualization. The analysis shows four types of objections: 1. Concepts of theorists of individualization are not based on empirical research, therefore they do not match the reality correctly. 2. In the conceptions of theorists of individualization, the individuals seem to be independent on the culture and on other people. 3. Social classes and gender status to some extent still affect the life of the individuals. 4. Individualization does not have the same effect on everybody. The analysis also shows that the controversial issues are the result of different meaning which give to the individualization creators of the concept and its critics. Theorists of individualization understand the individualization as macro-social phenomenon, whereas critics of individualization understand the individualization as the change of life and behaviour of the individuals due to the effect of various ambivalent processes. The question, how to connect those meanings together, eventually which one should be preferred, is a matter for further research and debate.