

The bachelor thesis' topic is the hanging picture in contemporary households with a special focus on the issue of pre-fabricated reproductions sold in hypermarkets such as Hornbach or Ikea. The hanging picture is put into the broader context of its historical development, also the transformation of its functions is discussed. One of the chapters focuses specifically on the topic of reproductions, the following one places the researched phenomenon into the context of works on mass culture and kitsch. The current research on pictures in households is presented, which is then followed by the description of my own empirical study. Its objective is to explore the individual differences in the motivations, preferences and importance of criteria influencing the decision making process in choosing pictures for households. But also to discover some more general patterns in the evaluation of pictures offered in Hornbach and Ikea by their potential customers.