Abstract

This bachelor thesis is based on Fromm’s theoretical distinction between “being” and “having”. The main aim of this thesis is a quest to disprove or validate a hypothesis which says that the society’s orientation on material possessions is increasing. In Fromm’s words, the preference of “having” surpasses the preference of “being”. “Having” is characterized by passivity, authority, selfishness, the desire to own, to have power, to have a large property and high status. “Being” on the contrary, goes hand in hand with activity, solidarity, freedom, autonomy and with the will to give and share. The theoretical part of the thesis is focused on the two modes of existence and on the phenomenon of values. The above mentioned two modes of existence are examined through a content analysis which studies not only the Czech society but also the questionnaire itself. The result of this thesis is that even though the questionnaires predominately show the variables of “having” mode, the “being” mode variables are the ones which are generally more important for the Czech society. This creates a certain disharmony between sociologists who are the creators of these questionnaires and the Czech society. At the same time, we can judge from the results that the primary hypothesis stating the materialism tendency in the Czech society is impossible to accept. The reason for it is that even though we can observe a bigger representation of “having” mode variables in the analysis of values, we cannot see any linear tendency which would show us the change from the “being” to the “having” mode. In contrast, a question arises whether the shift to the “being” mode in the analysis of the Czech society couldn’t actually be an evidence of the proposition of Inglehart. According to Inglehart, materialism has been overcome by post materialism.