

Abstract

This bachelor thesis deals with the influence of social class, the so-called bourgeois bohemians on American society. The time scope of this work is mainly the turn of the twenty-first century and ends with the economic crisis of 2007. On the background of the transformation of modern societies into postmodern, which are characterized by heterogeneity and variability of life attitudes and in which individuality, its behaviour, and values are constantly less determined by class, American author identified new „upper“, class, which represents a new establishment. This thesis presents an introduction and definition of the so-called Bobos class and its categorisation within the context of American society, based mainly on socio-economic factors. This thesis also presents an analysis of the influence of this class on American society. I seek to answer three main questions: In what way did the Bobos formulate the form of American society? How much are they responsible for the yet more increasing inequality in American society? Are Bobos truly „alternative capitalists“?