

Abstract

The bachelor's thesis „The Consumption in Contemporary Society and the Influence of Ostentation“ tries to find out whether the consumption is conspicuous or is not. It is based on the theory of postponed consumption by Max Weber and Daniel Bell and on the theory of conspicuous consumption by Thorstein Veblen.

The bachelor's thesis focuses on the approach to consumerism and the influences that shape the consumption. It describes the power of money and the relationship to debts and the mass media and advertising are also mentioned. The mass media helps to shape the social reality and brings advertising. It creates image of brands.

The work does not omit the contemporary types of consumption which are impressed with the ostentation both in positive or negative way. It is conspicuous unconspumtion defined by David Brooks. It helps to develop the ecological and ethical consumption which are practised by the middle classes. The inconspicuous consumption by Sullivan and Gershuny is close to conspicuous consumption and it is often presented as the example of consumption of nouveaux riches who try to imitate the „old families“ ostentatiously.