

The diploma thesis entitled „Consumer Society and its Influence on Emotional Deprivation and Self-Confidance of Adolescent Girls“ pays attention to the adolescence of girls in present society and particularly to problematic psychosocial aspects of such an influence. My disseration is sturcuralised as an analysis of particular phenomenons and consequently their mutual influence and interaction. Present Euroamerican society is characterised as a consumer society with many specifical signs and results including alienation of man, desintegration of traditional family and acceptance of shallow consumer ideals including a commercional ideal of beauty. We analyze adolescence as a period of rapid changes and shakes which may bring even an unbearable measure of burden and stress to adolescent girls. We closely follow particular aspects of spiritual, physical and social adolescence with special attention to possibly dangerous factors and their negative influence as well as socialisation and main factors which affect it. Special chapter is dedicated to the most burning issues which may appear during the adolescence in consumer society, where we focus on eating disorders, self-mutilation, delinquency and drug and alcohol abuse.