

ABSTRACT

The aim of this thesis is to clarify the principles of shaping the identity and image in the modern consumer society and explain the role of media in this process as well. In this thesis is used analytical comparative method. The whole work is divided into the theoretical and analytical part.

The central theme of the first chapter is the description of the characteristics of a modern consumer society. The second main topic is the relationship of identity and image. In the third theoretical chapter is discussed the issue of media construction of reality. These problems are projected in the three approaches of opinion – Gilles Lipovetsky, the representatives of the Frankfurt School and Jean Baudrillard and finally opinion of Pierre Bourdieu.

The analytical part of the thesis is concentrated on the application of the theoretical knowledge. As a specific example was selected advertising campaign *Think You Can Text and Drive?*, which was developed under the auspices of Oprah Winfrey, celebrity with the global reach. In the analytical part were received some essential arguments, which are summarized in the final chapter.