This thesis is focused on ethics and subject in postmodernism and poststructuralism. The thesis contains methods of analysis, interpretation and comparison. These methods are primarily focused on French authors of the second half of the 20th century. In the text, there are answered questions like: "How society, knowledge and thiking of certain period affected the freedom of human being? What mechanisms exist in the language function structures that affect human way of thinking? What are the possibilities for individuals, to emancipate against the influence of powerfull government institutions and their strategies?" The aim of the thesis is to make an ethics rules that will be taken like an alternative to the codified normative morality. It shows the differences between modern universalism and posmodern pluralism. The dualism is interpreted primarily in the way of thinking of J.-F. Lyotard. There is also interpretation of dualism throught Deleuze and Guattari philosophy that is formulated due to theory of arborescent and rhizomatic structures. Most of the thesis is based on Michel Foucault's phylosophy of normalization and disciplining of a subject and authoritatively established ethics. The main topic of this thesis is Foucault's ethics based on the relationship of self to itselfs. This self-reflexive ethics of caring for self, has its origin in the ancient world, to which Foucault dedicated the late period of his work.