

Abstract

This diploma thesis focuses on the changes in relationship between man and world around him, his relation to objects, reasons of constant consumption, advertising and motivation to shopping in Shopping Mall. I use the ideas of Jean Baudrillard, which I'm trying to summarize and extend by similar or contradictory thoughts of other authors such as Zygmunt Bauman, Gilles Lipovetsky and Theodor Adorno.

My study moves from man's relation to objects, consumption and advertising to the Shopping Mall and I'm trying to find out how this space manipulates customer's behavior and increases the consumption. Mainly, I focus on design and layout. I use the ideas of Goss, Backes and Underhill, which I complement by observation of various Shopping Centers in Prague, mainly Shopping Mall Nový Smíchov.

Key words: advertising, consumption, relationship between men and world around him, men's relation to objects, Shopping Mall, design, layout.