

Abstract:

The theme of this diploma theses is surveillance capitalism. Its aim is to provide comprehensive insight into the key aspects of this phenomenon that has a significant impact on the global economy and society as a whole. The first part of the thesis deals with the topic of information society and its transformational effect on the economical sphere and surveillance system. It reveals some of the key issues following this new state of society and postmodern surveillance practices as well. The second part of the thesis aims to define what is meant by surveillance capitalism, to uncover the principles and the economic imperatives that dominate various stages of the development and finally to outline the threats and ethical problems this new logic of assimilation has brought in.