

The aim of this thesis is to analyze the means of aestheticizing consumer society and advertising in three works: Frédéric Beigbeder's "99 Francs," Christophe Léon's "Black Friday," and Gauz's "Debout-payé." This selection of works allows us to see the image of consumption from three different angles. In Beigbeder's work, we find the people who produce advertising, Christophe Léon opens up the world of consumption and purchasing, and in Gauz's "Debout-payé," we see people working "standing up" so that others can consume. The narrator in all the novels attempts to convey the image of consumer society, with each narrator choosing their own social level. Our analysis will be based on Jean Baudrillard's theory of consumption and Umberto Eco's thoughts on mass media and communication. Given the position of this work at the intersection of literature and sociology, one chapter will be dedicated to the literary styles that authors choose to aestheticize or "de-aestheticize" consumption. In the other chapters, we will analyze the social aspect of purchasing in the novels.