

Abstract:

This thesis focuses on the social media trend of #aesthetics, represented by an all-encompassing collection of lifestyle products and values. TikTok - the platform where this style of content came to be, has certain functions, through which it shapes the behaviour of its users, specifically the suppression of one-on-one communication and self expression through personal profiles and preferring the replication of viral content as a form of socialisation. Because of this, it has been speculated that internet aesthetics are used as templates for identity formation in the real world. This has sparked a discourse between social media users which links internet aesthetics, consumerism and postmodern social theory. Therefore, this paper aims to find out whether the popularity of aesthetic content is a result of a postmodern nature of the current society, or it is a mere trend in social media content.

The results of this research do not find that aesthetic content serves primarily as an aid for identity formation in individuals showing a postmodern mindset, they did however show that aesthetic content is more popular and more likely to be adapted into the real life by individuals showing a greater degree of postmodern thinking and users of those social media platforms which favour content imitation as a form of social interaction. At the same time, aesthetic content is popular across platforms and can reach a large audience. Both of these ways of viewing aesthetic content make it a suitable tool for social media marketing, as it is possible to use for selling a wide range of products simultaneously.

Keywords: Aesthetics, trends, social media, generation Z, postmodern age