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**Consumption-utopia-implosion:
main representations of contemporary society in terms of Jean Baudrillard**

Summary

This doctoral dissertation is a monographic study on the fundamental representations of contemporary society in the view of Jean Baudrillard. These representations are: consumer society, society of the United States and the masses. Particular aspects of related issues were analyzed by reconstructing Jean Baudrillard's views in detail and by referring his thought to the thoughts of other authors. The dissertation presents as well the intellectual biography of the analyzed thinker, his research inspirations and the characteristics of his thoughts. It considers furthermore the main theoretical concepts of Baudrillard relevant from the point of view of sociology: the theory of simulation, the theory of consumption, masses and power, as well as the thread of media and thread of globalization interpreted by Baudrillard from the point of view of the events of September 11, 2001. The complementary issues presented in this dissertation form a coherent whole, broadly reflecting the critical diagnosis of postmodern society formulated by Jean Baudrillard.

Key words: society, consumption, United States, masses.