

Contents

Introduction.....	5
Ways of Life in the Late Modernity (<i>Helena Kubátová</i>).....	9

Part I Contexts of Ways of Life

1 Lifestyle in the Age of Liquid Modernity or the Consciousness of Necessity – Life in a Society of Keen Senses (<i>Miloslav Petrušek</i>).....	35
2 Religion as a Framework for Shaping Lifestyle in (Post) Modern Society (<i>Dušan Lužný</i>).....	41
3 Late Modernity and the Transformations of Ways of Life: Rethinking Community (<i>Jan Váně</i>).....	55
4 Pornography as Part of the Socio-cultural Changes in Lifestyle in Late Modernity (<i>Jan Kalenda</i>).....	83
5 Lifestyle and Health (<i>Kateřina Ivanová</i>).....	105
6 The Impact of Pharmaceutical Innovations on Human Identity and Lifestyle (<i>Karel Čada</i>).....	125

Part II The Meaning of Life and Consumption

7 Way of Life in Current Mass Society versus the Spiritual Component of the Human Personality (<i>Juraj Skačan</i>).....	143
8 The Way of Life from the Perspective of the Meaningfulness of Life as Perceived by College Students (<i>Lucie Křeménková</i>).....	163
9 (De)tabooing of Death in the Context of the Current Consumer Way of Life (<i>Erika Moravčíková</i>).....	193
10 Lifestyle, Consumption and Segmentation in Culture (<i>Alois Surynek, Eva Jarošová, Ivan Nový</i>).....	211
11 Marketing Communication and Way of Life (<i>František Zich</i>).....	229

Part III
Dimensions of Ways of Life

12	Fatherhood as a Mode of Life and Style of Life (<i>Martin Fafejta</i>).....	247
13	Family in the Form of Unmarried Cohabitation as one of the Possible Life Styles of the Late Modernity (<i>Miluše Vítečková</i>)	263
14	Changes in the Lifestyles of Silesian Families (<i>Urszula Swadźba</i>).....	283
15	Holidays as an Element of Lifestyle (<i>Ivan Chorvát</i>).....	299
16	Lifestyles in the Socially Excluded Areas of Moravian Cities and Towns (<i>Daniel Topinka</i>)	321
	Instead of a Conclusion	343
	Bibliography	345
	Summary	377
	Shrnutí	383
	About the Authors.....	391
	Name and Subject Index.....	399