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Bakalářská práce

New millennium lifestyle change on the British Isles

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Poděkování

Děkuji Ing. Radaně Šaškové za odborné vedení práce, věcné připomínky, dobré rady a vstřícnost při konzultacích, při vypracovávání bakalářské práce.

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Introduction

Great Britain is one of the countries which is the most known for its uniqueness and particular traditions that British people always strictly abide. For Great Britain is characterized afternoon tea, love of football, sense of humor and obsession with the royal family, over the years the world began to develop and lot of things have changes.

The main aim of my thesis is find out how developed life of people on the British islands, and what especially in the new millennium has changed from ordinary everyday activities such as shopping, way of transport, catering, to leisure and human values.

Main sources for this thesis were mainly British news the BBC, Daily mail and The Telegraph, which provides not only current events in the British Isles, but also important events that happened in the past.

1. Development in Great Britain

1.1. Industrial revolution and development

The industrial revolution began in 1760 and took place until 1850. For Great Britain it was a big step forward. It was a transition from handicraft and manufacture production to factory production. Mainly it was development of engineering, transport and trade. Also began to grow a number of populations. The number of populations in Great Britain has doubt in 1830. The Industrial Revolution meant great development for Great Britain. [2]

1.2. Emergence of underground

Another important step for Great Britain was the emergence of the underground in London. The underground was opened on 9 January 1863. It is the oldest underground on the world. Today it has 12 lines and 270 stations. London is known for very crowded streets and this was true even in the 19th century. In order to solve this problem, people wanted to move traffic under the ground. The first line was seven kilometres. In 1890, the gradual electrification allowed to place a new route deeper below the surface. The underground has gradually expanded, and now its total length is 408 kilometres. Construction of the subway was really important for transport. Now British people call the London underground Tube. The construction of London underground helped traffic in the city and the streets were less crowded. [3]

1.3. Emergence of telephone

-Another big change occurred in communication. People began communicate via telephone. During the first half of the 19th century first telegraph was and gradually arise first phone, later was created first mobile phone. Nowadays every single person in Great Britain owned a mobile phone and during the time people in Great Britain became obsessed with mobile devices. [4]

1.4. Obsession with modern technology

The 10 most favourite smartphones in the UK in 2015

[5]

1. Apple iPhone 6s	6. Apple iPhone 6 plus
2. Samsung Galaxy S6 edge	7. Sony Xperia Z5 Premium
3. LG G4	8. Huawei Nexus 6P
4. HTC One M9	9. Samsung Galaxy S6
5. BlackBerry Priv	10. Microsoft Lumia 950

1.4.1. Childhood mobile phones obsession

Three-quarters of British children aged 10 own a mobile phone and also 24 percent of children aged 8 and six percent at age 6.

According to global research, most children use mobile phones following way:

16% use the phone regularly to send a video

15% use the phone to send photos and images

13% use the phone to access social networking sites

YouGov study proves that 1.2 million children use mobile phone to browse violent webpages.

The new research, involving more than 4,000 children between the age of six and 12 in 12 countries, also found that children in the UK are amongst the most spoilt in the developed world for pocket money. [4]

One of the biggest problems is that children in Britain have are given too big pocket-around £7. Some of them this amount gets more than once of a week.

Ms Freegard said parental 'guilt' was a significant reason for high amount of pocket money in the UK. Parents work hard and have little time for their children. This is one of the reasons for children's mobile phone addiction.

Children in the UK spend more time on either tablet or smart phone. This fact that children spend much time in internet has a big impact on their development. The research has shown that children spend on average eight hours a day on computers, tablets, mobile phones and other devices. Children in London on average spend even 10 hours a day on electronic devices. According to the survey, half of the parents does not track what kids on tablets and other devices seek. **According** the study of optical specialists, three children aged two to four own a tablet and spend on average more than five hours using digital devices per day. Facebook is favourite website for many children. Children should limit the use of the device before bedtime. Using the device at bedtime may be harmful to eyesight and also disrupt sleep. Even though the children's knowledge may in the future be used either for their personal needs, or work, they will be missing some key life skills. Not only children but also adults are obsessed with modern technology.[6]

1.4.2. Adult obsession modern technology

Not only children but also adults are addicted to mobile phones. 70 % children think their parents spend too much time on modern technology. One of five children says- Their parents do not listen to them properly when they are together, because their parents checking their device constantly. Adults also use technology just before they go to bed. They spend on average 8 hours and 41 minutes a day on media devices texting, talking, typing, gaming, listening and watching. They are watching TV 3 hours and 52 minutes a day, 2 hours and 46 minutes listening to radio, 1 hour 8 minutes surfing on the internet by pc or laptop, 28 minutes using mobile phone, 9 minutes talking on fixed mobile phone. They are sleeping 8 hours and 21 minute. It is shocking that on technologies they spend more time than sleeping. They spent four hours a day watching TV. Media habits are also popular with children between 12 and 15 years old. Only 8 per cent use e-mail and 3 per cent communicate via landline phone. Nowadays six years old children have the same level of knowledge as 45 years old adults. Young people at age 16-24 spent most time on media device each day. Children spend their free time looking at screen themselves in their bedroom. But use of this electronic device also has advantages. One of advantage are e- books, which lot of people welcome. Despite all modern technology 84% adults have book collection and own old music Cd. This Obsession with modern device technology leads to obesity. [7] [35]

1.4.3 Key facts[1]

<ul style="list-style-type: none">• More children can manoeuvre around a tablet (59%) than swim (53%), tie their shoe laces or tell the time (50%)
<ul style="list-style-type: none">• 30% of 2-4 year olds own a tablet
<ul style="list-style-type: none">• 66% of parents are concerned about overuse of digital devices
<ul style="list-style-type: none">• The majority of parents believed that 11 years old was the most appropriate age for their child to be on social media such as Facebook, Instagram and Twitter even though 13 is the official age limit
<ul style="list-style-type: none">• The majority of parents believe their children are addicted to digital devices 68% said 1-2 hours is acceptable, however stated that their children spend more time than that on digital devices every day
<ul style="list-style-type: none">• The majority of parents said that television programmes were the worst for encouraging their children to overuse digital devices
<ul style="list-style-type: none">• Tablets are the most used digital device by children 65% of parents agreed with the statement “digital devices keep my child occupied while I do work/jobs around the house”
<ul style="list-style-type: none">• 55% of parents agreed that children using digital devices allows them peace and quiet

2. Work and school

2.1. Employment

2.1.2 University students in employment

Most students need part- time job, when they studying, because parents' salaries are not enough for their cost.

So some students make extra money when they are studying at university. They work at part- time job. Maximum working limit is average 48hour / week .One of advantages is they will have some work experience and it could help them find job after graduating. Also international students can work in Great Britain but they must have job permission. [20]

2.2. The nation minimum wages

The nation minimum wages is divided by age:

For workers aged 21 and over – £6.70 per hour

For workers aged 18 to 20 – £5.30 per hour

For workers aged 16 to 17, who are above school leaving age, but under 18 – £3.87 per hour

For apprentices aged under 19, or 19 and over and in the first year of their apprenticeship – £3.30 per hour

This division has the force since October 2015

The minimum wages year by year increase, the lowest minimum wages was in 1999.

On 1st April was determined the minimum wages £3.60 per hour for workers adults at age 22 and £3.00 per hour for adults at age 18-22. Since then every year minimum wage increased.[45]

Now minimum wage is the biggest. [45]

2.3. What kind of people employers want

At first employers preferred fresh graduates to technically educated people, with good communication and confidence. But during time this has changed. Education is more important than ever. British companies during the interview graduates appraise character and attitude to work. Also university degree is proof of eligibility people.

Some employers introduce:

Stuart Pedley-Smith, head of learning in the UK at Kaplan, said: "On the whole, we found that the employers we surveyed do not recruit graduates for the subject-specific nature of what they learned at university." [5]

Another studies say that young people have not basic skills like team working, communication. 3,000 companies were questioned. Half of them said that and second half blamed the lack of work experience. [50]

A Department for Education spokesman said: "Our plan for education is designed to give every child the knowledge and skills they need to prepare them for life in modern Britain, and getting them ready for the world of work is part of this. [6]

2.4. The top job in the UK in 2015

In first place is marketing manager position. Manager average earn £47,000. Their main goal is satisfied customer. Second place has Finance manager. Finance Manager average earns £52,000. They have application in job market because most of company has own financial department. On third place are Mechanical engineers. Mechanical Engineers average earns £35,000. But get into mechanical engineering not easy. You need engineering degree. Mechanical engineering needs lot of sector like automotive. Next in line are sales manager, business analyst, It manager, Civil Engineer, Product Manager, Lawyer and software engineer. For all of these positions it is necessary to have education.

2.5. Education

2.5.1 Education in the 19th century

In the 19th century few children went to school. Children from poor families did not have money for school and had to work. Some parents supported children in their education but it often cost them all life savings. Wealthier families could afford to pay school fees. Boys from wealthy families usually visit grammar schools or public schools. Some schools offered their places to poor boys. For poor girls in school was no place. Girls from wealthy families were taught at home by a governess. At that time education was not so important. Now Level of education is at a different level than it used to be. [19]

2.5.2. Importance of education

Education became really important in the 20th century from a point of economic, political and social view in many European countries. Of course also in the UK. Nowadays children and teenager in the UK from 5 to 16 years do not pay tuition fees. State schools are funded by government or local education authority. Previously they had to pay school fees.

2.5.3. Young people are interested in higher education

Nowadays England college education is important. They have quality education, which attract not only British people but many young people from other countries. Number of international students rapidly increasing. Over 340,000 students from outside the UK are registered in its HE institutions – a higher figure than for any country apart from the US. Since 40 years 20th century the education in Britain is understanding like investment. The education can help Britain to get educated people for better society position and development of industry.

2.5.4. Why is education so important

Education is necessary and really important. Education is the basis necessary for our life. It gives us a certain social status. Everyone should be entitled to education. Education is considered almost for granted. Now exist various project which help provide education those, who are not available for example in orphanage. Developing countries also need help. The countries need a voluntary English teacher because English is requested throughout the world.

[20], [36]

3. Housekeeping

3.1. Single parents with children

Single parents do not easy with children. For single parent childcare cost too high. Some parents spend most of their day at work, so they have to pay babysitter. Babysitter cost average half income. Weekly average costs are £158.73 in the capital city.

Now is 320 000 single parents family in London.

16% of working single parents classed as "under-employed"

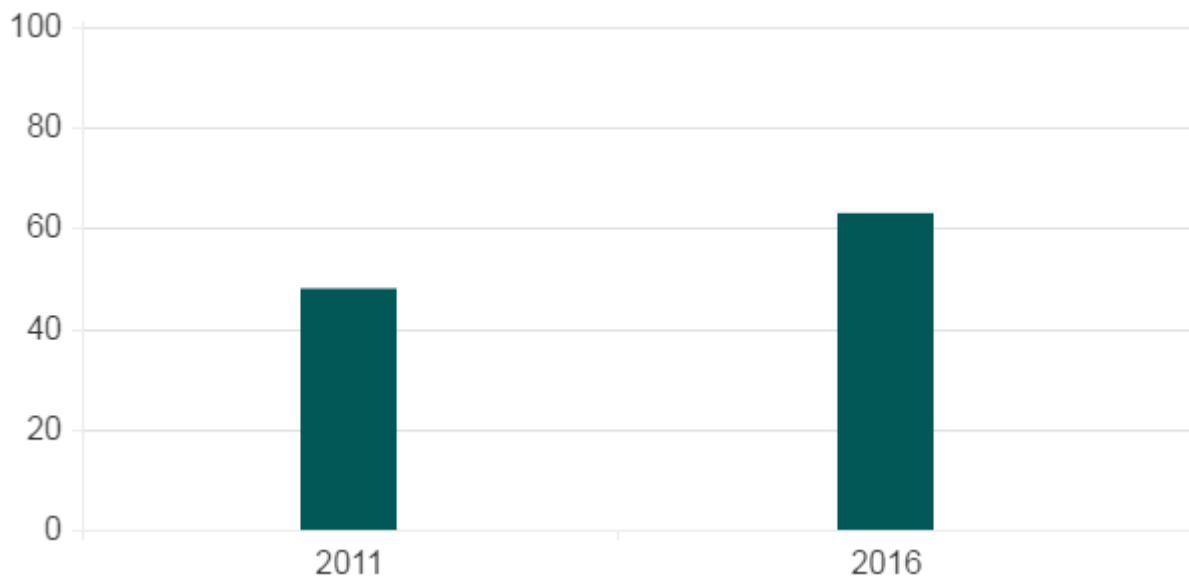
Half of single parents in the capital have borrowed to cover childcare costs

2/3 have paid in advance for care

Source: Gingerbread

While number of parents who working constantly increasing, more than half of them are in poverty between 2011- 2014

Single parents in work (%) [32]



3.2. 3.2. Families with both parents

3.2.1. Who cares about house

Today keep house mainly women. Women are still responsible for food shopping duties. 71 percent of women perform two times more housework than men. Women spend an average 10 hours per week on housework, when men spend an average only 5 hours per week on housework. Mainly women take care about their children and they are responsible for them. Women also preparing children birthday parties, helping children with their homework, packing schoolbags, preparing snacks and shopping them clothes.

Despite the fact, that women spend most of the day at work and after they care for children they do not want their men do more.

3.2.2. Housework

Men's housework: Take out the garbage, change the bulb and small repairs in home.

Women's housework: Weekly clean, daily clean, vacuuming, cleaning kitchen and bathroom, heavy duty kitchen cleaning

Next housework like washing clothes, washing bedding, tidying up, are also responsible woman.

Housing and service

3.3. Brits are obsessed with buying their own homes

Brits are obsessed with buying own home. Most of British people want have own home because they love privacy. Nowadays 60 percent of people in Great Britain owned their own home. The percentage is currently falling, as housing becomes more expensive and mortgage standards are tightened citace[2]

Facts

In 1945 only 26pc of the population owned their own homes. Home ownership rose from 51 per cent to 57 per cent by the end of the decade. The average house prices almost doubled in three years, from £4,377 in 1970 to £8,395 in 1973, so property and profit started to feed off each other.

According to studies in 2025 many people will be renting flat or will have own home by mortgage.[33],[34]

3.4. Shopping

4. 2. 1. History of shopping

First trading market officially opened in 1571 by Elizabeth I and was called The Royal Exchange. Dealers here buy and sell goods over open air. This place was re- opened in 2002 and now it is luxury retail centre. Also, it is the first shopping centre in Great Britain.

1869 British people could buy dairy products on Dury Lane in London. They could choose from five different items. These products were started to be sold by John and Mary Sainsbury. Now it is one of the one most visited supermarket in the world and offers more than 30,000 different items.

Polish refugee Michael Marks starts Penny Bazar. A decade later he opened his own shop Marks & Spencer. This shop has been successful for many decades and make more than £1 billion in annual profits.

4.2.2. Significant events

1947 - The first 10 self-service supermarkets are opened by the Co-operative in Britain, using wartime perspex to protect the food on display from being damaged.

1976- London's Brent Cross opens, Britain's first out-of-town shopping, with John Lewis, Ratners, Our Price and Fenwicks its main attractions. It had 86 shops and 5,000 parking spaces

1995- Amazon, founded the year before in a garage near Seattle, sells its first book over the internet, introducing a radical new way for shoppers to buy products

2009- The last Woolworths store closes. Most Woolworths shops have been taken over by discount retailers, although the brand survives online.

[8]

4.2. 3. Internet shopping

95 percent of British people buy goods via internet retailers

In 2013 Brits spent more than £91 billion on online shopping. British people shop online at least once a week. It was confirmed by the research. This also contributes rise of tablets and smartphones, these devices, people often buy. More than percent of buyers said they purchased online directly from the bed. In the UK, 59pc of online sales are now through smartphones or tablets, ahead of the 45pc in the US and 24pc in Germany. Most Brits buy books which make up 64 per cent. Then also buy clothes and accessories with 59.6 per cent, music and entertainment - 55.7 percent, electronics 54.3 percent and holiday and travel 50.3 percent.

Web Pages from where most Brits do online shopping

TOP TEN MOBILE SITES	TOP TEN WEB SITES
1) Amazon UK	1) Amazon UK
2) Argos	2) Apple
3) Amazon.com	3) Argos
4) Next	4) Amazon.com
5) Tesco	5) Next
6) Debenhams	6) Tesco
7) Marks & Spencer	7) Argos
8) ASOS	8) Marks & Spencer
9) John Lewis	9) John Lewis

(From Experian marketing services, based on April 2013 data)

4.2.4. Online shopping

At the end of the 20th century shopping on the internet became popular. It is twenty years since the first item was sold online, 95 per cent of British people are buying goods via internet retailers. In the 20th century people usually were shopping in local shops such as butcher, baker, greengrocers. Now they are shopping on supermarket. Of course, some still prefer the good old bakery or butcher.[9]

4.2 .5. Way of shopping nowadays

Nowadays most people prefer shopping in supermarkets because there is a wider range of product in one place. They can buy everything there and do not have to go to other stores. Shops such as baker's and butcher' s are included in a supermarket. Nowadays it is possible to order food or other items from supermarkets via internet. Many supermarkets established this online shopping and they are successful. You can do shopping from home, you can choose when and where they bring your purchase. This service is called home delivery. One of the main supermarkets in the UK is Tesco store. In 2000 Tesco established online shopping and people use the online shopping a lot. This service is offered by many shops such as Sainsbury's, Morrisons, Asda, Ocado or Iceland. These stores compete with each other and offer many benefits. For example: Tesco offers unlimited free grocery delivers for one month. There are other new possibilities how to order and collect your grocery. You can choose food via internet from home. Your purchase will be prepared for the appointed time in a selected shop. Each of these stores offers a delivery pass. Using this pass, you can subscribe for delivery for several months in advance and you can get a discount. Nowadays Brits widely use shopping over the Internet. The study has shown that UK retailers are some of the world's most popular and are in a strong position to seize more opportunities abroad. A new survey suggests that the online shopping revolution will continue. People in the UK has more online grocery shoppers than anywhere else in Europe. Online shoppers spend more because of "the nature of what makes them go online – typically, planned purchases for restock and replenishment". British people spend almost £1 in every £5 of their shopping via the internet according to a new survey online shopping will continue [9], [10],[11]

4.2.6. Sales

For Brits Christmas sale is very popular, the biggest discounts are on 26 December-British "Boxing Day". The sale starts on Boxing Day in Britain every year. Discounts are up to seventy percent. Some people standing in a queue all night to get into the store first. Some people in front of the shops on Oxford street stood at half past eleven at night. But shops opened up at half past eight in the morning. In Glasgow wait in a queue one and a half thousand people since five o'clock in the morning [1]

3.5. Financial services- The British attitude to credit cards

The older generation is not used to them much. They are cautious. But nowadays many people have credit cards or other different types of loans.

Credit cards became available in 1966.

Some British households even borrow money to buy food. According to the BBC survey every fifth household in April had to borrow money or take savings to have a meal. Interviewees were 5,000,000 people. They interviewed, they claim they mainly use credit cards and bank overdraft. In the survey more than eighty percent of people said they have a fear of rising food prices. Around sixty percent people have a problem to have enough money every month with their current income.

4. Healthy lifestyle

4.1. Children's favourite sports activities

How much children's hobby cost?

Children's hobbies cost their parents a lot of money. Girl's hobbies are more expensive than boy's hobbies. Children spend on average six hours every week doing their hobbies.

Most popular boy's hobbies are: football 65 percent, swimming 50, 9 percent, cycling 33, 5 percent skating or skateboarding 19, 2 percent, art 17, 1 percent. For girls one of the most expensive hobbies is a ballet. Then popular girl's hobbies are swimming and drama lessons. Parents encourage their children doing hobbies in their free time, mainly with sports and arts activities because they believe that this activities help them with their development. They also worried about them because nowadays children are lazy as they spend their leisure time only playing PC games. But according British Heart Foundation half of British adults never do any

exercise. Average five million adults spend more than eight hours a day sitting down. Forty four per cent admit that they do not even do any easier exercise. Also one of ten admit that do not ever walk more than ten minutes.

4.2. Adult's favourite sports activities - Approach to Exercise in the UK

People in the UK do not spend too much time to sport or other activities. British people are one of the least active nation as for sports and other physically demanding activities. 44% of men and 33% woman are overweight. More than a quarter of the adult is obese. Few people devote a healthy lifestyle. Approximately 6% of men and 4% of women is fully dedicated healthy lifestyle. They even attend Department of Health's recommended levels for activity.

Educated people have more activity than those who are not educated. People with no qualifications are three times little or no exercise. [28]

5.3.1. Exercise research:

88% have not been swimming
90% haven't used a gym
Around 20% of people over the age of 16 have done only minimal amount of physical activity.
About 8% adults who are able to walk have not been not walked for even five minutes continuously during last four weeks

But according British Heart Foundation half of the British adults has never done any exercise. On average five million adults spend more than eight hours a day sitting down. 44 per cent people admit that they do not even do any easier exercise. Also one of ten admit that have not ever been walking more than ten minutes.

British attitude is one of the worst in Europe. For example British people are three times less active than Netherlands and ranks 16th out of 28 European countries for fitness levels. This approach leads to obesity. [27]

4.3. Adult obesity

More adult people in the UK are obese than ever. Also two-thirds of men and women in the UK are more obese than past three decades. According to study 67% of men and 57% of women are now obese. In 1980 17, 5 % of boys and 21% of girls were obese. In recent years study has found 26% of boys and 29% of girls are obese or over weight. So the number of obese and overweight British population gradually grows. But some people in the UK try to avoid the obesity and do exercise. Overweight and obesity is also a growing problem among adolescent and children. [51]

4.4. Children obesity

The number of obese children continues to grow. In the last decade is 30% of obese children. Obesity the children aged 11-15 years, constantly rising.

The total number of obese people in the United Kingdom in the past 25 years has risen. One in three children is overweight and one in five is obese. Experts believe that obesity in childhood is responsible for health problems like heart disease, cancers, infertility and diabetes type 2

Most children in Great Britain have never used public transport

About 50 percent children under 11 have never used public transport. Of course it is the most convenient and safest way how to get everywhere but it has also bad sides. Children are more and more lazier. [47]

Eating

School are trying to prevent child obesity and so they provide children a balanced diet.

5.4.1. Schools encourage healthy lifestyle

Primary school students have single menu, but students of secondary schools can usually choose from several kinds of food.

Typical food from school canteens costs around two pounds a day for second school students. It contains the main dish, dessert and drink. School lunches must contain from fruit, vegetables, protein and carbohydrates.

There are also rules for food preparation. For example, a limit on the amount of fried food.

School milk in England, Scotland and Wales is free for all pre-school children who are under five. Other children can also get free milk. But school must to win a grant from suppliers and other organisation.[42]

4.5. Health prevention

5.6.1. Brits attitude to doctor

British people do not like visiting doctor. One in four people rather make self- diagnose than visiting doctor. People rather find diagnose, symptoms and give advice via internet than make appointment with specialist. This do 20 percent of British people. It prove research which was published in the UK Digital Health Report. Approximately half of questioned people said they were not prepared to get out of bed and do not miss the opportunity to get a rest. Also dentist people do not like visiting, lot of people have not seen doctor for a long time even some people do not abide by basic hygienic habit. Like proof is large number of children from primary school who are hospitalize with serious tooth decay and other serious problems which could not be if they would regularly visiting dentist. One in seven at age 8 have not ever seen dentist. 48 per cent adults in England and 31 per cent of children have not seen dentist within two years. 62 per cent people per year is hospitalize because of tooth decay. This all make a great ignorance to doctor across the nation.[48]

5.6.2. Smoking ban

Smoking ban in public place in Scotland, Wales and Northern Ireland

Number of smokers become decrease. Number of adult smokers has decline. Now is in the lowest level since 1940s. More smoking men than woman .Big proportion has smoking ban on this. Men smokers is 1, 1 per cent and women smoker is 16, 5 per cent. One third of the population considered themselves like ex-smoker. In 1940 two third of men smoking. Number of smoking woman was not evidence until late 1960s. In year 1974 45 per cent of British people smoked, 52 per cent man and 41 per cent of woman. In Scotland 21, 1 per cent of people smoking, in Wales it is 19, 8 per cent and in Northern Ireland 18, 7 per cent. Every year in England 80 000 people die from smoking. Average 2,1 million people use e- cigarette. Most it is are ex -smokers. But according major research suggests since 2007 when was establish smoking ban, number of heart attack has fallen by up to 42 per cent by man and 43 per cent woman during five years. Hospital confirm that since this time number of hospital patients decrease.

In Scotland become smoking ban in force on 2006. The reduction was 14 per cent in hospital admissions and 21 per cent reduction heart problem in admission among non-smoker. According survey since smoking ban was reduced cases hospitalisations with asthma.

5.6.3. Car smoking ban in England and Wales come into force on 2015

This statute should have protected children against smoking. Drivers and passengers who breaks the law could get penalty in amount £50. The main reason establish smoking ban in car was fact, that 300 000 children visiting their doctor because of effect of smoke and 9 500 children must go to hospital. Also is prove smoking in car is worse than smoking in pubs, because create higher concentration of toxin. Later smoking ban was established in Scotland. Scotland is ban smoking when in car are children under 18 years. If somebody break the law could get penalty in amount £100. The for establishing smoking ban in Scotland mainly was to protect children and also point out on reality that smoking is not cool, but kill. And also point out that smoking is not cool, but it kills! [52]

5.6.4. Smoking ban during the years

1965: Government bans cigarette advertising on television

1971: Ministers announce health warnings to be carried on all cigarette packets

1984: Smoking banned on London Tube trains

2002: Legislation passed banning tobacco advertising, promotion and sponsorship

2005: Smoking banned on all trains

2006: A ban on smoking in public places, including bars and restaurants, comes into effect in Scotland

2007: England, Wales and Northern Ireland introduce their own bans on smoking in public places

2008: Picture health warnings introduced on cigarette packets

2012: Large shops are banned from displaying cigarettes. Smaller shops to follow suit in 2015

2015: Ban on smoking in cars where children are present [38],[53]

5.6.5. Drinking alcohol

Brits people drink alcohol too much. Excessive amount of alcohol is dangerous. It even increases risk of cancer. Studies showed that 24,000 of British people could avoid cancer every year if they stopped drinking alcohol. Men drink more alcohol than women,

Around 2.5 million Britons consume more than 14 units of alcohol in a single session,

The data showed that 17 percent of 16 to 24-year-olds drink more than 14 units in a day, while 11 per cent of 25 to 44-year-olds do the same.

Most British people drink beer and wine. They drink nearly 15, 000 pints of beer and 3, 200 bootles of wine every minute. In pubs, clubs, bars and restaurants beer is a number one drink and makes 54 per cent of all drinks. Wine makes 19 per cent and the last one are spirits. They are the least popular for Brits. They drink 279 million litres of vodka, gin and whisky. Every year they spend on drinks and food in pubs £18 billion on average. [49]

5. Free time

5.1. Fashion

6.1.2. Twiggy model

In earlier times models were full of shapes. Today we could say about them they were almost overweight. Twiggy changed this all. Although Twiggy model became famous already in the 20th century, now is also popular. She was known throughout the world and she was most beautiful model ever. Twiggy forever changed the beauty ideal. Twiggy's own name is Lesley Lawson .She was born on 19th September 1949. Twiggy is a major fashion icon of the fifties. At that time woman imitated her, mainly on the reason fashion diktat that prevailed at the time. Her main features are: thin legs, short hair, almost no breasts, enormous eyes with false eyelashes and miniskirt. She weighed only 41 kilos.

6.1.3. Twiggy 's story

Twiggy became famous thanks to her boyfriend. Her boyfriend Nigel admired her and loved her so much, that he arranged an appointment with professional photographs. These photos impressed the whole world and her career began. At that time, the designers wanted to have their designs at fashion shows. She was photographed in America, Japan and France. She was on the front pages of magazines like Elle, Vogue, Voll Bazaar. Later her acting career began. She played in twenty films. She appeared in many TV shows and recorded several albums. The company Matel started to sell Twiggy Barbie with long thin legs and thin hips.

Although she is well known as a model she also introduced Anorexia to the world, she tried to fight opposite her. She is fighting opposite scrawny models and opposite madness called xs-size. [24], [25], [26]

5.2. Heroin chic

Characteristic features of this style are: Bland, skeletal models. In 1990's Heroin chic was one of the most controversial trends and it was the most controversial for decades, but last 30 years it has been unpopular. This style also attracted educated people in high positions. The photos in this style made heroin addiction glamorous, sexy and cool during last few years. The heroin chic trend is unique. This style was not supported by Calvin Klein.

David Sorrenti (fashion photographer) introduced his images featuring stupefied models. His death (on February 4, 1977) was the end of heroin chic. But now there are similar problems also being investigated. For example: Campaign opposite Yves Saint Laurent. The investigations were started against the fragrance called Yves Saint Laurent's Black Opium. It was investigated by the Advertising Standards Authority after receiving 11 complaints about this fragrance glamorising drugs. Although heroin chic belonged to 20th century, it also affected next millennium. [44]

5.3. Some trends from the 70s are back in the new millennium

Flower in hair belonged to the looks exactly in 60s- early 70s. Now flowers in hair look tender and feminine and we can use them in summer time or at weddings and other ceremonial events.

Pastel eye shadows

In 1975 it was symbol of CoverGirl. Now eye shadows are again beautiful, matte texture for a soft and modern look. Centre-parted hair in 1970's wave around face were beautiful. Now this hairstyle come back. It is a simple, elegant hairstyle.

Face Gems- It was on 1970 peculiar trend. People also wearing sparkles on their face. Now Face Gems is back but instead simple glitter are used stars or other shapes.

Blunt bangs- was popular earlier and now. Super model Tyra Banks is illustrative of this.

Graphic eye liner- well-marked eye liner and eyebrow uses for example vocalist but now people could use it without reasons. They only try what they make most beautiful.

Sun kissed cheeks were popular on 70s super model Janice Dickinson wear it but now after crazy colours and experimental is this look back.

Blonde bobs were popular and always will be popular.

5.4. Fashion trends for 2015

Fashion trends for 2015 are flowers, military khaki and nautical stripes. Sequins, denim jacket, big flowers and tailored tuxedo jacket. This all was popular on 2015. The sequins return back, good example is Burberry, who wear sparkly skirts with denim jacket. Tailored tuxedos is back from sixties and seventies and now is use as an element of elegance. Big, bold and bright flowers were hit of seasons. This confirm world- famous designer Michael Kors. Another hits were daring dots. They look good and feminine. They can be any size, small and big it is not depend. Romanticism came back. Chiffon skirts with elegance element. For inspiration you can see on Burberry model. Season was on stripes marked. Particularly seafaring navy, red and white stripes. This model look well tucked into trousers or skirts. And also this season could not miss bold jewelry

5.5. Sports in the UK

In the middle of 19th century in Great Britain started to appear different type of sports like boxing, squash, table tennis, badminton, football, hockey, cricket, rugby, football. Most of them are famous around the world.

6.5.1. Typical sports in The UK

One of the most famous sports in the UK are football, cricket and rugby. Both these sports arise in Great Britain. Football is one of the most popular sports in Great Britain and also around the whole world. First football rules were written in 1863. The football comes from foot and ball. Cricket was created in 1598, but people had known this play 300 years earlier. This is also a team game and players needs a ball and a bat. Rugby is kind of game and was created in 1871. You need only a ball and you must get the ball into the enemy zone to win point.

The British have always been interested in sport and are considered to be big fans. Great attention is paid especially football because the first play was in England. Football association

was set up in England. The world's first national competition started in England. Nowadays there are over 40,000 registered football clubs in England. [14], [15]

6.5. 2. Facts about sport

British men are known to be sport lovers

But in reality this is not true. Interest in the sport is a sham because of the following reasons. 91 percent British men confess they do not like sport much. Only nine percent enjoys doing sport. Men lie for different reasons. Most of them lie for reason of to impress on their friends, acquaintances and colleagues. One of three men believes that it can also help them with their career. Most Britons lie about liking, 61% per cent of them lie.

6.5.3. Sports that men lie about liking:

1. Football 61%
2. F1 52%
3. Cricket 46%
4. Golf 34%
5. Rugby 27%
6. Boxing 17%
7. Athletics 13%
8. Horse racing 12%
9. Snooker 6%
10. Tennis 2% [13]

5.6. Families time together

Families do not spend much time together. One of the main reasons is that parents are so busy at work. Most people spend all day at work. Studies have shown that parents in the UK are one of the hardest working and at work they spend longest hours in Europe. One of the main reasons is that the living costs are constantly increasing. Adults are too exhausted when they come home from work and so are the children after the whole day spent at school.

In the questionnaire 94 percent say the main reason that parents work and 92 percent impute blame technology. According to the government parents should think of their family and consider what is the best for them. But an excessive pressure on families has a bad impact on

their children. 56 percent claim that families spend lot less time together than 20 years ago. 74% parents claim they are spending less time with their children than five years ago.

6.6.1.How families spend free time together

6.6.2. Trip to the cinema

Cinema began popular on 1930. Since 1940, the popularity of cinemas gradually increasing. It was main way to spending free time by entertainment in the UK. In 1946 was the most attendance of cinema. There was 1, 46 billion admission. At that time cinema was popular mainly because people had no internet, no TV. But since that time the attendance of cinema began constantly decline. Most decline was on 1960, 1970 and 1980 when people owned first TV. On 1970 people have possibility rent video and VHS and the rent was cheaper than cinema. On 1984 cinema admission had to fallow of just 54 million. Later came into the market movie on DVD. Also the DVD movie has impact on cinema attendance.

Nowadays, people commonly downloaded movies on the Internet. Nowadays attendance of cinema is for people is rather relaxing, social event. Also new opportunity like digital cinema screen as 3D, 4D technology offer new dimension visiting cinema.

6.6.3. Cost of cinema

People do not go to the cinema often because it is quite expensive. According YouGov survey which take part 5 000 people has shown that people average spend on the cinema £7.85. This amount they spend for ticket, refreshment, drink and parking. For family with children is this issue more expensive. Film fans family with two children average spend £9.76 and family with three children spend £11.96 for one movie.

46 percent of British people introduce they do not go to the cinema because of the cost. 30 percent preferring watching movie from their home because it is for them more comfortable.

Also cinema ticket has risen by 26 percent during last five years. The price is more than £20.00

Most expensive ticket in Great Britain are in the city centre in London. Price for adults is average £14.65 in Leicester Square Vue Cinema. Family ticket for two adults and two children average cost £38.40 during premiere and transmission on Friday evening or weekend after five

o clock. This ticket average cost £47.50. Family ticket on 3D film family cost average £100.00 including drinks and refreshment.

6.6.4. Now cinema worth so much

For single person 3D ticket cost £20, popcorn box cost £5. The price vary according to cities. Ticket in Odeon IMAX in Manchester would cost £13.30. Odeon in Brighton cost £12.90 and at the Vue in Edinburgh cost £12.10. These price against last century rapidly increased. The cost for ticket in 1989 was £2.30. From 1994 to 1999 price was from £3.25 to £4.21. During financial crisis on 2008 the cost of ticket rapidly increasing on £5.18. [29], [30]

5.7. How Brits spend holidays

Most British people spend holiday in the UK. One of the main reasons is it saves money. People spend a lot of money on insurance, airport and other fees. In the 20th century camping holiday became popular in Great Britain.

According to studies in 2008-one fifth of the people who went abroad stayed in the UK in 2009. One caravan club introduced that advances bookings are 40 percent higher in 2009 than 2008. Terry Bulman's the warden from West Ayton Caravan Park confirms that this type of holiday starts to be interesting for more people. Even the West Ayton Caravan Park is doing better. Bookings have been up to 80 percent in June. But of course there are some advantages of caravans. More young people save money than ever. They do not spend too much money on overpriced holiday. 80 percent of them spend less money and 65 percent regularly saves money regularly.

2000- research for alee- Hotels.com (1000 people has been questioned)

6.7.1. Brits are interested in exotic holidays

Brits go on holiday because they want to find love. The Survey shows that one of 10 people goes on holyday because they want to find someone new. Quarter of British people prefer stay in their hotel rooms rather than do some sightseeing and one of 20 people go on holiday alone, because they want find someone new.

When they arrive on their destination 40% check view and 30% of woman check bathroom and 15 percent men check the minibar. On holiday people relaxing and go on the party. Survey also show one of ten people over 65 relaxing this way and go to clubbing. Most stressful finding people holiday in the northern England. People in the east England spend most on their holiday.

One of four people said that he spend more money for buying clothes, running a car. Most of them visiting same destination but a third of them want something new. Third of women and only 19 percent of men prefer spend holiday with family. Often people take some souvenir from hotel. Woman often bar of soap and men towel, bathrobe or ashtray. [16], [17]

6.7.2. How families spend holidays with their children

Children usually start holiday in July and finish in August. Holiday lasts 6 weeks and parents must take care of their children, keep them entertained is sometimes very difficult. Parents spend almost £1,000 during their children holiday. Parents spend fortune for children holiday. They spend about £340 only on food and drink for each child and £250 on entertainment and treats a. When parents want to entertain children, they could take them for example to Legoland in Windsor, the ticket for five family member cost more than £200. Merlin Entertainments, which owns Alton Towers, Thorpe Park introduce, that is possible use different advantage offers during the year and the visiting is cheaper. Also is advantageous book ticket beforehand. Companies with book beforehand offering different discounts. Also is important which employer have parents. Employers being flexible about enabling them to take time off because companies have one- time action. For one particular day is ticket for half. In this cases depends employers if he being them flexible and give them time off.

6.7.3. Picnics

Next activity which parents can do with children is picnic. This kind of entertainment is relatively cheap. People liked picnic since ancient times. During the reign of Queen Victoria were becoming more sophisticated. Picnic baskets contain raised pies, Scotch eggs, boned, sliced chicken, chees, bread and fruit cake. Nowadays most of people is accustomed on fast food and their only pick up packed sandwiches. But there are still parents who prepare food at home and involve their children preparing food. This free activity could be also fun. There is many parks and other beautiful places for visiting. Some places are free to visiting. When you go on a picnic, you can also enjoy the beauties of nature. [17], [18]

6.7.4. Free indoor activity

If the weather is bad, you can find lots of activities in museums. One of most popular activity is treasure hunts and other free events. [17]

5.8. Religion

Britain has ever been Christian country but now lot of thing has changed. Nowadays Britain is the least religions country in the word. Only 30 percent Brits say they are religions. But even seventy years ago England was considered to be Christian country and people believes in this religion. They believed in the God. They believed good people will go to the heaven and the bad ones will go to the hell. But over time the approach to the religion began to change. For some people Christian religion is old - fashioned and is considered to be a false source of authority. In the course of time Britain gets Muslim religion. The main reason is the huge number of refugees and immigrants who expanding this religion in England. About 8,00 000 believers attend church on Sundays. Fewer and fewer people identify themselves as Christians.

In 2012 Sunday's church service was attended by 795,800 believers. Compared to the previous years, the number of believers has dropped. The number fell by 9,000 from the previous year but weekly attendance over the past decade has not changed much.

Despite the fact that the Church has tried to modernize its services, young people have not been attracted.

A big decline in religion is among young people under the age of 25 years it is 32 percent. It shows they do not have any religious belief.

6.8.1. Religions in the UK according Pew research Centre in 2010

Christians: 64%

Muslims: 5%

Hindus: 1.4%

Jews: 0.5%

Buddhists: 0.4%

Folk religions: 0.1%

No religion:28%

6.8.2. How much people attendant church

Northern Ireland: 45%

Scotland: 18%

England: 14%

Wales: 12%

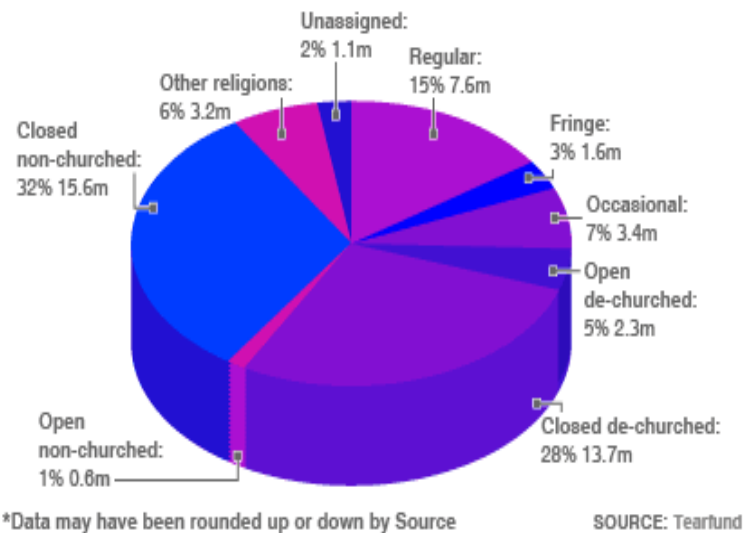
Source: Tearfund

Most religious country is Northern Ireland. People in Northern Ireland attend church every month.

Now Britain is not bound by any religious ideology and guarantees their citizens freedom of religion.

[43]

UK church attendance:[46]



5.9. Traditions and values

6.9.1. Fox huntin

Fox hunting is a very old activity. It is popular tradition upper classes members. This traditional hunting began in the mid-17th century in England. In the 1800s fox hunting became more popular. The hunters used groups of dogs to chase the foxes while they followed on horses. This tradition was unpopular among people who lived in the cities. They thought it was cruel and wrong to kill animals just for fun. Animal lovers constantly protest against this type of hunting.

Proposal to ban the fox hunting

Already in 1949 they were filed two parliamentary proposals to ban fox hunting, but they failed.

In 1988 was approved by the House of Commons Michael Foster's proposal to ban hunting with dogs.

In March 1998 against this approved law in the House of Commons rise enormous resentment among supporters of the hunt, which culminated in the March protest, which was attended about 250,000 people.

This massive protest organises people from country side. People protest against the ban because it is considered part of British culture. 60% of county side people want fox hunting to continue.

In 2002 ban came into force in Scotland.

In 2004 in England and Wales House of Lords finally banned fox hunting. They also banned hunting hares and deer.

6.9.2. Hunting fox is allow only in Ireland.

In 2005 David Cameron wanted reduce rules for fox hunting in England and Wales. But he failed. Scottish National Party (SNP) thwart it him. Although the Scottish National party declare, they will vote against this proposal together with opposition Labour Party. They previously promised that they will vote only on matters that relate to Scotland.

Now they organize classic hunting with guns. It is not bloody hunts. There are the most used of the two hunting dogs. Either directly foxes kill or banish to the lair. Also, they can instil hunters directly into the wound. Many people ignore the rules. It even prove videos of animal rights activists. From 2005 to 2011 in England accused 332 people of violation of hunting law, and in 239 of them have been proved guilty. [21], [22], [23]

5.10. St Patrick's Day

St Patrick's Day is originally Irish feast day. St Patrick's Day celebrate on 17TH March. But now increasing number of British people who celebrate this da increasing. This celebrate also constantly wider around the word. In 1737 were first celebration on St Patrick's Day in Boston.

5.11. Halloween

This holiday is celebrated on 31st October. The name is an abbreviation of the English "All Hallows' Evening. Typical for Halloween are skeletons, carved pumpkins with candles called jack-o'-lantern, ghosts, black cats, witches, monsters. People believe that the spirits of dead people could come back. Children dress up scary costumes and go from house to house with a traditional saying Trick or treat. In Great Britain kids enjoy Halloween. Adults organize traditional Halloween celebrations and drinking spooky Halloween drinks or went on beer to crowded pub. Halloween celebrations are funny and there is good food. British bake Halloween cakes, pumpkin pie, bloody cupcake, cookies in bats, pumpkins and ghosts shapes. People now

bakes known spider muffins. For inspiration in Great Britain is many books only about Halloween cooking. But Halloween traditions has slowly changing. People called pumpkins snowman and goosebumps, they have green and orange colour. [31]

5.12. Easter

In the UK Easter begin on Shrove Tuesday or Pancakes day. In England eggs has chocolate form. It is believed that chocolate eggs are bring by Easter Bunny. Hare hide eggs in different place around house or garden. Then they organize a great hunt called Egg hunt. Who finds the eggs, can immediately eat them. Schools keep the tradition of Easter hats called Easter bonnet, which would then rightly be worn on festive Sunday worship.

Today it's a little perverted. Children hats are mostly manufactured from paper, sometimes substances, and adorn it with spring and Easter motifs of flowers, eggs, bunnies, chicks. Often they held a competition for the most beautiful hat. Originally they were to festive Sunday church mass. [39]

5.13. New Year's Eve

On 31 December British people celebrate New Year 's Eve. It is one of the most important celebrations of the year. They celebrate the end of year and welcome a new one. Although 31 December is not a public holiday people finish earlier at work than usual or do not work. Those who want to celebrate New Year in the pub or club must usually book a place in advance. Generally people spend most of this day quietly. They are relax, watch television and walk. Some people during the day preparing food and drinks for New Year 's Eve party. This party usually starts in the early evening. In Scotland and some parts of north England people call last day of year Hogmanay day. It is traditional name for New Year Eve. This day is for Scottish people more important than Christmas. In New Year's Eve celebrations begin. They last until the next day. In some cases until 2 January. In Scotland 1 a 2 January are bank holidays. Hogmanay celabrations is most famous in Scotland in Princes Street.

5.14. Christmas

One of the most important festivals of the year. British people usually use term Xmas or Christmas on 24 December for children everything just starts. They are write letters to Father Christmas which throw into the fireplace. They believe that the letter will be take off and will be delivered to the North Pole. There is one rule. The letter must not catch fire otherwise they

must write another one. Before they go to bed, they hang Christmas stockings on the fireplace or a pillow case on the corner of their bed.

6.14.1. Christmas habit

Some British people decorate Christmas tree at the beginning of December. They want to have a Christmas atmosphere for a long time. They also decorate house with Christmas lights. Next important tradition is Christmas cards. If you get a present from somebody you must attach the card. In the 19th century in Great Britain John Calcott Horsley began mass- produced postcard with pictures with festive motive which were prescribed greeting cards. Thus in England expanded the tradition of sending Christmas cards. In England, people send more postcards than anywhere in the world. Christmas has been celebrated in the same as today since 19th century (reign queen Victoria). Prince Albert introduced the custom of decorating the Christmas tree. This custom was brought to Britain from his native Germany

6.14.2. Christmas in Scotland

In 1640 Christmas was banned by parliament in Scotland. This day was called Yule (day birth of Jesus Chris). December 25 was again declared to be a public holiday again in 1958.

6.14.3. Some people spending Christmas alone

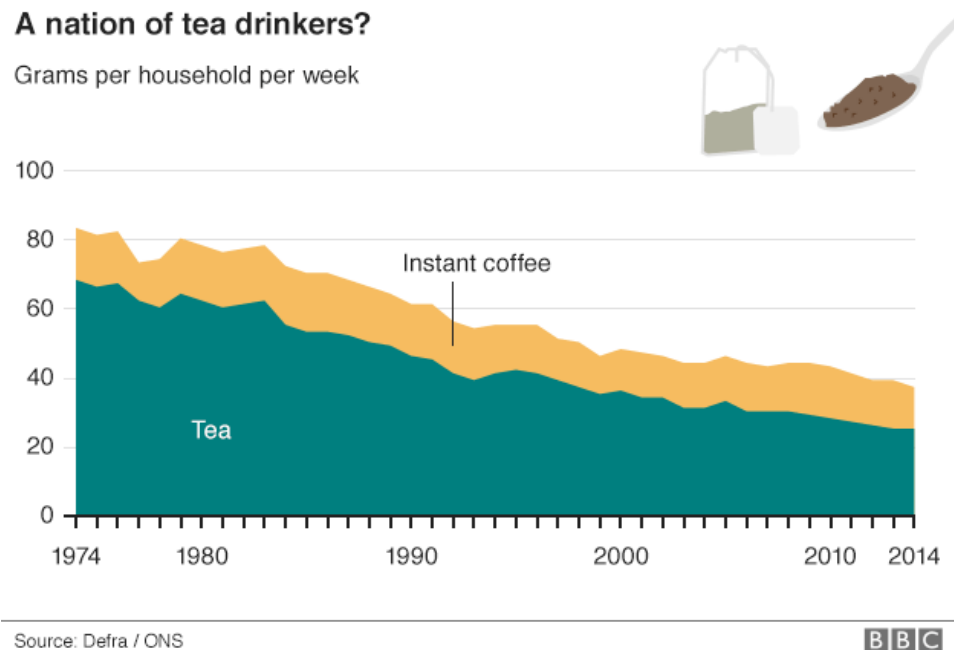
Christmas have ever been holiday of peace and well- being. Thanks Christmas families spend at least once a year time together. But today some things has changed. 7% of adults and 10% of adults at age over 65 going to spend Christmas alone. Also 30 % of adults at age 18-24 feel lonely as people over 65 year. This figures introduce survey which take part 2 000 people. 28% of British adults feel lonely on Christmas time. [37]

6. Analysis: Do most British still keep the traditional activities such as five o clock tea (afternoon tea)

“There are few hours in life more agreeable than the hour dedicated to the ceremony known as afternoon tea.” Henry Jameson

England is known for its traditions. One of the most famous tradition is five o clock tea or afternoon tea. But observe people the traditions?

This tradition was introduced in 1840 in England. In 1880 this tradition became fashionable for upper class. Previously household bought 68g of tea per week. But now purchase of tea had fallen. Household buy only 25g of tea per week. People replace the tea coffee. [40]



6.1. Brits still adhere their tradition

The survey of 2,000 people reveals the top traditions Britons are most proud of and those they still keep even when holidaying abroad.

1. Eating a traditional roast dinner on a Sunday
2. Putting the kettle on in a crisis
3. Eating a full English breakfast
4. The ability to queue nicely
5. Cheering on the underdog
2. Going to the pub
3. Guy Fawkes night
4. Eating turkey on Christmas Day
5. Having an avid interest in the weather at all times
6. Being overly polite in every eventuality
7. Celebrating Remembrance Day
8. Eating fish and chips on a Friday

9. Pancake flipping on Shrove Tuesday

Seven in 10 adults said they try to uphold traditional British customs in their households such as being polite and marking Remembrance Day .

And three in five of those surveyed said they typically enjoy traditional British cuisine like fish and chips and Sunday dinner above any other.

Indeed 46 per cent of Brits admit they struggle when abroad to drop national quirks or routines.

Three quarters of the nation particularly proud of its sense of humour.

More than half of respondents said the Royal Family makes them feel patriotic while half appreciate the UK's musical legacy, 85 per cent said they are proud to be British.[41], [3]

Conclusion:

The main aim of this thesis is evaluate the life of people on the British Isles and point out on lifestyle changes. Significant changes occurred in the transport, which over the years has evolved. Next significant changes occurred in the way of shopping, compared with previous century people now have a big choice of many products. Next important change was the access to education. Previously, it was not necessary, but today it is considered a matter of course.

Big wave of immigrants has spread throughout Britain, various kinds of religions, and it's not the Christian country, which used to be. Over the years also reduced attendance at churches.

The emergence of mobile phones and other technology was a big step forward, but today has a bad influence on people, people are obsessed with it. They do not spend much time with their families.

Although over the years many things have changed, some things don't change. The British people are proud of their country, and still observe most of their traditions.

They never stop interested about their Royal family, which above everything they love.

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[49] <http://www.dailymail.co.uk/health/article-3162185/British-people-drink-15-000-pints-beer-3-200-bottles-wine-MINUTE-spending-30-000-60-seconds.html>

[50] <http://www.bbc.com/news/education-28560758>

[51] <http://www.theguardian.com/news/datablog/2014/may/29/how-obese-is-the-uk-obesity-rates-compare-other-countries>

[52] <http://www.bbc.com/news/health-34402622>

[53] <http://www.bbc.com/news/health-34402622>

Quotation

[1]Some people in front of the shops on Oxford Street stood at half past eleven at night. But shops opened up at half past eight in the morning. In Glasgow wait in a queue one and a half thousand people since five o'clock in the morning

[2]The percentage is currently falling, as housing becomes more expensive and mortgage standards are tightened

[3]Seven in 10 adults said they try to uphold traditional British customs in their households such as being polite and marking Remembrance Day .

And three in five of those surveyed said they typically enjoy traditional British cuisine like fish and chips and Sunday dinner above any other.

Indeed 46 per cent of Brits admit they struggle when abroad to drop national quirks or routines.

Three quarters of the nation particularly proud of its sense of humour.

More than half of respondents said the Royal Family makes them feel patriotic while half appreciate the UK's musical legacy, 85 per cent said they are proud to be British.

[4]The new research, involving more than 4,000 children between the age of six and 12 in 12 countries, also found that children in the UK are amongst the most spoilt in the developed world for pocket money

[5]Stuart Pedley-Smith, head of learning in the UK at Kaplan, said: "On the whole, we found that the employers we surveyed do not recruit graduates for the subject-specific nature of what they learned at university."

[6]A Department for Education spokesman said: "Our plan for education is designed to give every child the knowledge and skills they need to prepare them for life in modern Britain, and getting them ready for the world of work is part of this.

