

Abstract

This thesis deals with the topic of self-presentation of the Czech personal fitness trainers on the Instagram. Because of the large expansion of the internet and social networks, for example the Instagram, the form of interpersonal relationships has changed and not only the personal but also the professional ones. Since the idea of offering the goods, services and web services online is spreading, on the Instagram in particular, the need to study this phenomenon has emerged.

The objective of this thesis is to provide a look into the phenomenon of the professional self-presentation of fitness trainers in the online world, with the example of the social network Instagram. The theoretical framework for this thesis is the dramaturgical approach of Erving Goffman and his basic terms such as “*backstage*”, “*frontstage*”, “*appearance*”, “*special equipment*”. The practical part of the thesis is based on the content analysis of the profiles of the individual personal fitness trainer on the Instagram and uses visual and text demonstrations from the profiles themselves.

The main result of the research is the interpretation of the phenomenon of self-presentation related to the dramaturgical approach, the detection of the similarities and differences between the individual trainers in the forms of presentation in the online world. The analysis has shown the connection between private and professional environment within the individual profiles of personal fitness trainers on the Instagram.