

Abstract

This diploma thesis deals with the degree of autonomy of women in the issue of breastfeeding in the Czech environment. It examines in particular the form of current breastfeeding and its normativity through narativ interviews with women who had breastfeeding experience. The aim of this work is to expose the form of the current brestfeeding standard, its limits, negativity and impacts through feminist optics and offer possible solutions in the discourse of breastfeeding. The basic theoretical starting point of the thesis is the development of infant feeding standards, its promotion and legislative anchoring in the Czech Republic as social approach of brestfeeding as well. In particular, the thesis deals with the feminist critique of the discourse of the fight, which provides the necessary arguments for looking at the phenomenon of breastfeeding standard in a different way and introducing the standard as social and cultural constructed. The analysis is the result of introducing current breastfeeding standards in the Czech republic as a directive reuirement towards women to breastfeed which threatens women's integrity.

Keywords

breastfeeding standard, breastfeeding support strategy, breastfeeding promotion, feminist critique, breastfeeding experience

