

Abstract

Submitted thesis deals with the topic of synthetic hormones and human perception of this matter. The phenomenon of the endocrinal disruption that contains synthetic hormones as well is presented in the theoretical part. Then the attention is paid to the negative impacts on human body and on the environment as well as to low effectiveness of the wastewater treatment plant to deal with those pollutants. The practical part of the thesis contains survey among respondents of the Social and cultural department and Electronic culture and semiotics department on the Faculty of humanities of the Charles University. This survey deals with the awareness of this topic, consumer behaviour and opinions on the attention that is paid to this matter in the Czech Republic as well as on the ideal solution to this topic.

Key words: hormones, environment, endocrine disruption, human perception