

Annotation

The adoration of thinness and the cult of perfect body has been an issue for many decades; with substantial contributions of the mass media and the press. As consequence, the phenomena of fat-shaming and fat-glorification become prominent, either by denouncing obesity and humiliating the overweight, or by worshipping the obese and elevating their status above the slender people. The theoretical part of the thesis aims to introduce the first phenomenon, which condemns the corpulent population disregarding their state of health and other aspects of life, capable of causing an unfounded weight increase, and to depict the approach of the media (tabloids in particular) towards the excess weight. The practical part of the thesis is concerned with analysing selected articles of a tabloid journal Super.cz, beginning with characterising its content, target audience and focus, and strives to reveal specific instances of fat-shaming on articles regarding the fluctuating weight of actress Patricie Solaříková between years 2013 and 2017. The practical part opens with presentation of the actress and apart from analysing the approach of Super.cz in articles regarding the actress' weight, the thesis deals with the frequency of such articles and the proportion of the aforementioned articles to columns concerned with other aspects of the actress' life – her work, private life and so on. Based on this analysis, the thesis endeavours to assess whether, and to what extent, does Super.cz commit fat-shaming in this particular case.