

Abstract

This master thesis *The magic and power of red lipsticks* represents theoretical-empirical analysis that argues how red lipsticks influence our perception and how we communicate through them with our surrounding. The thesis stems from the basic assumption that red lipstick is truly important and bold communication mean that is able to talk to our surrounding in a completely different ways than other colors or color shades. The aim of the thesis was to find out whether the aforementioned assumption matches the reality. Key questions for this master thesis were as follows: How do women communicate with their surrounding through red color (red lipstick)? What do they expect from these communication means? How do they feel when they communicate through these means (when they wear red lipstick)? How to they perceive reactions for this mean of communication? What are these reactions like (men- and women-wise)?

The master thesis is based on researches from the field of beauty, human attractiveness or perception of red color that have already been done and it presents several different theories about human beautification as well as cosmetics evolution and evolution of perception of beauty itself. Except these, the thesis focuses on media content and the ways in which media, mainly social media and other platforms, affect and influence ideals of beauty that are accepted, respected and gradually requested by society.

The second part of the thesis then introduces presentation of the results of the empirical research and brings insights into the methodological inputs. The empirical research was divided into two parts. The first one took place on social media platform Facebook that has been chosen for its popularity in the Czech environment. Here we explored two profile photos of the respondents. One, where respondents wore red lipstick and the second, where they didn't wear it. We were interested in which picture will perform better, mainly from the gender perspective, thus the distinction between men's and women's engagement and perception. The second part of the research was an interview survey that tried to dig deeper into the feelings and perception of women about the red lipsticks. What is the approach toward red lipsticks and what are the stereotypes and feelings women tend to link the red lipsticks to.

This master thesis' intention is to contribute to the phenomenon of human beautification. The author believes that this topic of beauty and uniqueness is very important in the current society and by researching this field, therefore, the author attempts to contribute to the knowledge

basement of the field. Based on the research done on the topic, the author confirms her hypothesis that red color really influences our perception much more than other colors and that it resonates in people a way more. She also finds out that one of the most important findings is that this color is interwoven with many stereotypes from which is very difficult the escape and that women do not have enough confidence and self-esteem to wear the red lipstick out of the safe harbors of our homes. The following most important findings of the research are that women interact with the given photos much more and they were much more engaged than men, while men always rate the red-lipstick picture better than the second one. These outcomes and other data interpretations are mentioned in the final summary of the thesis.