

Abstract

This diploma thesis deals with the interaction of male members of the fitness culture with content referring to this topic on social media. The diploma thesis examines the connections between the monitored content, the desire to build masculinity, the satisfaction of men with their own body, or the idea of an ideal male body. The aim of this thesis is to answer the questions of how men interpret media content, which suppose to inspire the creation of healthy lifestyle habits, and whether, or how, this content contributes to their approach to the fitness culture.

Research shows that men attribute a significant influence to social media on their concept of fitness as a lifestyle. These participants talk about the strengths and weaknesses of the content of fitspiration, which affect the perception of their own body and mental well-being. Although, social media contributions motivate them to improve themselves and achieve better results, images of masculinity on social media force them to focus on the aesthetics of the body, the amount of muscles rather than on the quality of life, health and other benefits from the regular physical activity.