

Abstract

The concept of diversity has been a topic of discussion for several years, especially in connection with beauty. More brands are trying to show the widest and most diverse people in their communication and advertising who could identify with their philosophy. Not only the visual side of media content changes, but also verbal communication, which is aimed at the widest possible audience. The aim of the thesis is to find out how diverse advertising content associated with beauty appears in traditional print media, specifically in the lifestyle magazines Harper's Bazaar and Žena a život. Based on multimodal analysis, this qualitative research offers an insight into the development of diversity in cosmetic advertising between years 1994 and 2019. The first part of the diploma thesis is dedicated to theoretical basis of social and media construction of reality, beauty representation in the media and diversity issues. The next part focuses on the interpretation of the methodology of research, followed by the presentation of results of the conducted analysis and their summary. The analysis also reveals key topics that appear in the advertising content of both of these periodicals. The results show that although some shifts in diversity are evident, the print media still show a rather traditional and stereotypical picture of society. There was no significant difference in diversity between the selected periodicals, despite their partial differences in the characteristics of cosmetic advertisements.