

## **Abstract**

This thesis focuses on the analysis of the media representation of beauty and health in the advertising campaigns of the three largest drugstore players on the Czech market – dm drogerie-markt, ROSSMANN and Teta. Through a series of structured focus groups, I gathered qualitative data from three generational groups (Generation X, Generation Y and Generation Z) to describe how the advertising campaigns of Czech drugstores influence consumers' attitudes and perceptions of beauty and health and their purchasing behaviour. This topic is not elaborated in detail in the Czech retail and drugstore market. The treatment of this topic provides a new perspective on how drug companies communicate with their target audience and shape their perception of beauty and health. The first part of the thesis is devoted to the theoretical background and historical context of the drugstores dm drogerie markt, ROSSMANN and Teta. The practical part of the thesis is devoted to the research methodology, the focus groups themselves and then the presentation of the results and their summary. The results of the conducted research show that two dominant images and ideals of beauty prevail in the advertising campaigns of Czech drug companies. One is the focus on physical beauty, perfect appearance and idealised images of beauty. The other dominant image is the focus on beauty as an emotion and part of our everyday life. Through the research I conducted, I concluded that although drugstores have made strides toward more inclusive and realistic media representations of beauty and health in advertising, there remains a need for greater authenticity among consumers.