

This work focuses on women's use of make-up from gender and sociological point of view. Theoretical background of the thesis is made by the post-structuralist theories, which regard make-up as one of the disciplinary practices by which the gender subject is shaped. Another important part of the thesis is the presentation of the key theories related to the norms for appearance and the functioning of the gender system.

The aim of this work is neither to critique nor to defend women's use of make-up, but to explore this phenomenon from various perspectives. It seems that academic literature as well as mainstream discussions consider the use of make-up as a marginalized activity. This activity requires explanations from the perspective of every day life and women's experience. What norms shape the women use of make-up? What strategies in relation to wearing make-up do women create? With use of post-structural discursive analysis of semi-structured interviews the objective of the research part was to define the discourses, themes and meanings that interviewed women expressed in relation to their use of make-up. Even in the context of very typical femininity the discursive positions and constructions that have the women articulated show the variety and dynamics of women's experience.

Key words:

The use of make-up, subjectivity, women's experience, everyday life, appearance norms