

Diploma thesis „Construction of the perfect health: analysis of health magazines on the Internet“ explores the way health, illness and their relation are constructed in the media. The theoretical part brings the insight into selected health communication areas, especially those connected to the media. It also concerns the questions of the influence of society on the approach to the body, health and illness. The theoretical conception for further research is based on the theory of social construction of the reality.

Research part includes both the quantitative and the qualitative analysis. The aim of the quantitative one is to search the structure of the health related articles and to create a tool for qualitative analysis to have a point to start from. Qualitative part is supposed to result into categories of the constructions of health and illness the media create.