

Abstract

The theme of this thesis lies on the border of sociology of values, body, health and lifestyle. The main goal is to explore and explain in detail some ideas about the importance of the visage and of the body care in modern society in the perspective of strategies of individual participants or groups.

The thesis is formally divided into two main parts. The first one is mostly theoretically focused – it introduces the dilemma of the examined phenomenon initially by gradually defining basic concepts, terms and categories and then thorough description of the historical aspects of the development their real social representation, then it presents the attitudes to the main subject also in terms of purely sociological aspects and finally shows the social phenomenon from the perspective of cultural value system.

There is a description of the new research „Aktér 2009“carried out by STEM in the second part of my thesis. This research includes batteries about the lifestyle. The research part follows the line of empirical bases that deal with selected problems of sociology of body, its perceptions and individual care of the body (e.g. issues of diets, eating habits, fitness and wellness etc.). Whereas the methodology is based on a quantitative approach and its technical apparatus is represented by batteries of Likert scales.

Key words: health, lifestyle, sports, care about ourselves and our body