

Abstract

Bachelor thesis "Construction of a healthy lifestyle in the media illustrated by TV show *Jste to, co jíte*" deals with this TV Prima Family show and presents how they construct an image of healthy lifestyle. In the theoretical section presents expert views on the health and its components, as well as media construction of reality. The analytical part of the work (in its qualitative and quantitative component) it is trying to present a coherent manner and form of construction of a healthy lifestyle and determine the main categories of this construction. These categories are healthy lifestyle as a recipe, as a regime, as nutrition, as a physical activity and as an opposite of illness.