

Abstract

This work follows the studies focused on obesity, its global extent and its serious health and economic impact. At the same time, the work examines the unsuccessful fight of public policies which try to reverse growing prevalence of obesity. Nevertheless, the main goal of the thesis is a discussion about priorities of new orientation in the research on the causes of the obesity epidemic and effectiveness of precautions that were taken in many countries and international organizations with the main aim to stop the obesity and its consequences. The discussion leads to the more detailed description of the problems connected with obesity, for instance, environmental aspects, housing culture in relation to physical activities, lifestyle in relation to advertisement/marketing, psychological and socio-psychological aspects, combating stress, etc.

My intention was to find out utility of contemporary research on obesity for setting of policy fighting against obesity. At the same time, I wanted to find out other possible directions in the research into this field and discover how the discussion about priorities of the research in the experimental community proceeds. Two international dimensions of paradigmatic approaches separated to the certain degree can be considered as relevant with regard to the global nature of the obesity epidemic: medically oriented research whose results are published in the field of clinical studies, and socio-pragmatic approach which is dominant in scientific publications of following domains: public health and health promotion along with publications concerning social science.