

Abstract

Bachelor thesis is trying to concrete the pressure to have slim and shaped body which is present in public places. Theoretical sources of the text are terms of Elias Canetti - order and judgement, and terms of Theodor W. Adorno - standardization and competition. The text is trying to answer, how the character of these terms looks like in the context of the pressure to have slim and shaped body. The methodology is qualitative research based on fieldnotes from walking through the city. The main findings of the text are that the main characteristic of order in context of social pressure to have slim and shaped body is unambiguity and the fact that the order instructs the way. For judgement is typical the evaluation and dividing people into two group based on their size. Competition is present in competing in slimming, in competing of beauty and in the advantages of helping to make the slim and shaped body easier. In standardization there is important the change in appearance of human body and the information that other people are involved in having a slim and shaped body.