

Abstract

Diploma thesis called „Beauty myth in advertising from the perspective of gender” analyzes the gender climate through the construct called beauty myth. The phenomenon of the beauty myth is nowadays appearing in numerous connotations, for example, very much in advertising. In this thesis I analyze printed advertisements, which I subject a critical examination through specific concepts including the Barthes concept of myth and photograph. Advertising is one of the most powerful communication and information arms today. In today's society the advertising message has become a very strong handling tool that is able to change not only the customer's behavior and customer's requirements, but to a large extent his thoughts, opinions and actions. What means of customer acquisition does advert use? Is not one of them theory of lie which was mutated into the beauty myth? This phenomenon is presented here mainly from the perspective of feminist author Naomi Wolf. The results of my analysis of the beauty myth in advertising, however, disagree with Wolf's view and put them thus in opposition. Advertising and the beauty myth behave as a living organism that interacts flexibly to external stimuli and its responses to them promptly transmits back to the consumer through the communication channel of advertising. The aim of the thesis is to assess whether the beauty myth is the media construct, or whether it is a means of dreams fulfilling, or perhaps both.