Abstract

This thesis focuses on the ways of depicting female beauty in ELLE magazine. In the theoretical part, the concept of beauty is defined and the development of the ideal of beauty and the influence of the media on people are described. The attitudes and research on beauty in the media are mentioned and primarily the emphasis is put on depiction of female beauty in the media. The reasons for women accepting the ideal of beauty presented by the media, the real nature of beauty in the media and the possible influence on women's self-esteem are dealt with, as well. The thesis also introduces the development of female magazines and their current role on the Czech market. At the end of the thesis, the campaigns aiming at unreal ideal of beauty in the media are critically evaluated. Mixed research method is used in the thesis; by means of the content analysis the photos of women (in advertisements as well as other pictures) are investigated with emphasis on their characteristics and in connection with the topic of the articles. The semiotic analysis examines the front pages and the message they convey. The aim of the analysis was to determine the most frequent depiction of women and to establish the proportion of articles dealing with appearance.