

Abstract

The thesis interprets the ideal of women beauty before and after 1989 in terms of sociological and culture discourse in Vlasta magazine. The key premise of the thesis is the claim that ideal of women beauty differs before and after 1989. It is possible to expect influence of politic system, social structure and culture forms on discourse of women beauty. Character of this thesis is theoretically-empiric. The sociologic gender theory serves as the frame for chosen topic. Research is based on analysis of discourse of women beauty in Vlasta magazine in 1975 and 2005. The goal of overall analysis is to provide series of detailed analysis which describe general magazine topics and role of the magazine in certain historical period beside discourse of beauty. I have chosen qualitative sociological method called discursive analysis for my thesis. Ambition of the thesis is to analyze one specific social discourse and introduce all key social, historical and culture aspects which can influence the discourse and use Vlasta magazine as its concrete case.

Keywords

Ideal of women beauty, discourse, media discourse, gender, discursive analysis, Vlasta magazine, transformation, socialism, media, gender stereotypes, gender socialization