

## **Abstract**

The thesis focuses on female university students and their body image in relation with their parents' body image. The satisfaction of the students with their own bodies depends on many elements such as the influence of the media and the judgements of their peers, family and authorities. A substantial part of our thesis is an unprecedented analysis of the possibility of a trans-generation transfer of the extent of satisfaction with one's own body from parents to their daughters. We have used the quantitative research strategy to assess the results gathered from questionnaires focusing on the students' as well as the parents of both male and female children's perception of their own bodily features. Physical parameters such as height and weight were also checked. The study also focused on whether the trans-generation transfer is affected by the way the parents treat their children during childhood and adolescence. Our results have shown that there is a positive relation between the student's and the mother's body image. This positive relation can be perceived as a consequence of the trans-generation transfer which is probably a mechanism of observational learning. The results further show that the student's body image and their mothers' loving care during childhood and adolescence are also in a positive relation. On the other hand, a negative relation can be found between the students' body image and a hyper-protective father. These results suggest that some aspects of the satisfaction with one's own body could be affected by the quality of the parental care during childhood and adolescence.

Keywords: body image, self-concept, appearance, attractiveness, media, eating disorders