ABSTRACT

The central theme of this Bachelor's thesis is human appearance. In the theoretical part, I deal with the definition of this term and outline the basic relations with other aspects of social psychology. Part of the theoretical section discusses the themes of social interaction such as social perception and cognition, how we create our impressions of other people, social stereotypes, our attitudes and nonverbal communication in conjunction with the issue of appearance. The greatest attention was devoted to the nonverbal communication, where I talk in more detail about fashion and physicality. In another chapter of the theoretical part I wrote about appearance regarding gender aspects. Besides defining the terms used, I discuss generalisations concerning masculinity and femininity and how these affect the appearance, as well as the specific characteristics of appearance that belong to each category. In the next chapter of the theory I point out the importance of appearance on the whole society and the possible negative consequences, which contemporary society must recognise and deal with appropriately. In the last chapter I generally describe the adolescence and especially the importance of human appearance in this particular period of life.

In the practical section I present research which I carried out for this graduate work in the first year of secondary school in Prague. For my data collection, I used two methods - questionnaires and interviews. In the questionnaires the students commented on activities related to the appearance, separately for boys and girls, so as to be able to compare the responses based on gender.

KEY WORDS: appearance, social interaction, nonverbal communication, gender, adolescence.