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Bakalářská práce: Krása v očích plastické chirurgie

Abstract

The objective of this bachelor thesis is to examine the cosmetic surgery phenomenon from the sociological point of view. Social conditions under which cosmetic surgery are carried out in such quantity and popularity are defined and explored. Paper also contains a summary of patients' opinions about cosmetic surgery and explains the way they think of the role of beauty in their lives. The attention is focused on motives by which are patients of cosmetic surgery led to undergone such intervention to human body as the cosmetic surgery. Paper aims to propose a rational explanation of what leads them to a cosmetic surgery even though there is a high risk of health damage and an unclear result. The first part deals with the new economy, consumerism and celebrity culture as the main factors, claimed by the literature, that influence decisions about undergoing cosmetic surgery. Normative function of beauty in modern everyday life is also scrutinized. The second part consists of the results of qualitative research, which is based on an analysis of interviews with patients who underwent cosmetic surgery in order to increase their attractiveness. Subsequently fundamental motives of cosmetic surgery are generated and explained, based on reports of respondents and the relevant literature.