

# Abstract

This diploma thesis deals with the influence of teenage girl magazines and school on the self-concept of adolescent girls. Theoretical part aims to bring comprehensive review of current scientific research on the topic of development of self-identity during adolescence where self-concept is created with strong emphasis on physical appearance. The thesis subsequently examine possible disorders that can arise from erroneous self-concept. The impact of printed media and especially girl magazines, on components of adolescent girl's self-concept is considered. School and educational system as another important contributor in development of self-concept is reflected in my thesis as well.

Experimental aims to explore which areas of self-concept and girls behavior are influenced by girl magazines most significantly and whether educational system takes girl magazines into consideration during educational process. In order to collect necessary data the experiment was concluded with sixty respondents, which were instructed to evaluate several body parts before and after the exposition to the picture from girl magazine capturing fashion ideal of woman body. Six semi structured interviews with girls were performed in order to explore girl's attitude towards mentioned magazines. Analysis of results proves negative impact of printed media on body perception and self-concept. Oral instructions given was in some cases able to temporarily increase self-valuation of various body aspects. Girls perceive girls magazines as a good source of inspiration regarding fashion and beauty. Common attitude among educational professionals is not to take girl magazines into consideration and general consensus persist that they have minor impact on adolescent girls and there is little need to reflect them in school curriculum.

**Keywords:** adolescence, self-concept, body self-concept, printed media, girl magazines, school, education.