

Abstract

Title: The Weight losing nutrition in sporting

This bachelor work is focused on questions of weight- reducing diet in regularly sporting women. The theoretical part is included, describing the principles of biochemical, physiological and metabolic aspects of human body. It explains the concept of active or healthy way of life and shows the manipulation techniques of mass media, having influence on the rational food selection of modern population. The practical part of work is dedicated to the evaluation of questionnaire, including observation and discussion with female probands taking part of the research. The mass media manipulation techniques analyses is included, as well as nourishment recommendations, which are in agreement with a rational nutrition and improve the weight reduction outcomes.

Aims: To access the most common mistakes in weight reduction of sporting women, evaluate the quality and availability of nourishment information obtained from mass media and to find errors made by women affected by mass media manipulation.

Methods and results: The research was performed in a form of the questionnaire. The pool of 100 female probands collected randomly in beauty studio and fitness centre, with age span of 18-50 years were asked to fill out the questionnaire. Most of them were actively interested in a healthy nutrition. Out of 100 the subgroup of 10 women was subsequently selected. These 10 women have documented their food intake for a period of 1 week. These records were evaluated by a software analyses application by Vilikus.

Conclusions: The most frequently observed mistake was too low energy intake, in some cases only 37% of estimated daily energetic need, which led to deceleration of metabolism, lowering the basal metabolism and so called „yo-yo effect“.

Women were commonly misled by a non-professional and often incorrect information from mass media. Results showed that up to 88% women were significantly

influenced and even became the victims of a media manipulation in advertisements of a food producing companies.

In the food intake records, deficiency of micronutrients as B6 and B12 vitamins and some of minerals and too low fibre consumption (26% recommended daily dose in average) and incorrect three-nutrient-ratio (45% carbohydrates - 35% lipids - 25% proteins) were observed. The most common mistake was too low protein intake in favour to carbohydrates. Also, the incorrect lipid ratio with the lack of unsaturated triglycerides and wrong omega-3 to omega-6 fatty acids was also frequently found.

Keywords: nourishment, sport, woman, basic food sources, metabolism, bill of fare, weight-losing diet, manipulation in media

