

## **Abstract**

Healthy lifestyle is a phenomenon that is inseparably connected to the current society – to people's everyday life, to habits, culture and last but not least to the media. This master thesis is focused on how media comprehend not only healthy lifestyle but also how they present individuals who do not respond to current beauty ideal – individuals suffering from overweight and obesity.

First part of the thesis theoretically describes obesity as a medicinal and social problem. It shows broad spectrum of aspects connected with the diagnosis of obesity taken from medicinal view. It also points out the so called idealization of slenderness, or cult of slenderness, which in a certain way makes obesity discriminative element. Part of the text is an original Michael Foucault interpretation, who considers health to be a disciplinary power technology. Following is the description of health communication (communication in the area of health), description of the basics of fat studies, media as a healthy lifestyle platform and also the media genre reality show.

In practical part, based on the theoretical foundation, the thesis applies quantitative content analysis and frame analysis of two television shows – Czech “Jste to, co jíte” and American “The Biggest Loser.” Through mutual comparison are presented diversities between obesity presentation in two cultural and media areas. The thesis tries to determine how the chosen media present healthy lifestyle and obesity to its audience.