

## **ABSTRACT**

This bachelor thesis deals with the adolescents' concepts about ideal male appearance. The work is divided into two parts – theoretical and empirical. In the theoretical part, I focused on the presentation and description of the different concepts and areas that are relate to the topic. In the first chapter I dealt with the developmental period of adolescence, where I first characterized this period and subsequently described the individual changes that adolescents are going through. The next chapter was devoted to the topic of gender, where I define and describe the basic concepts of gender issues and I closer focused on masculinity and masculine behavior. Subsequently, I focused on the classroom as on the respondents' environment, in which my research was originated. The last chapter my theoretical part was devoted to the issues of appearance and the ideal of beauty, where I first tried to describe the general trend of ideal beauty and subsequently I focused on the ideal of male beauty.

In the empirical part I analyzed the results of my research, which was consisted of three primary methods - observation, questionnaire and Repertory grid. Research sample were two classes of multi-annual grammar school, which is corresponding to 8th classes of primary schools. The aim was to determine what are the adolescents' concepts of optimal rate of appearances' editing and attention, which boys should pay to their appearance. And to reveal how much is appearance important for classmates compared to other characteristics in the overall approach to particular boys.

**KEY WORDS:** gender, masculinity, appearance, adolescence