

ABSTRACT:

The theoretical part of the diploma thesis "The influence of media on perception of body image by adolescents" describes the developmental stage of adolescence, body image and terms connected with this issue. The period of adolescence is showed from many points of view. Subsequently, there follows the description of media, advertising and strategies which influence the perception of media and also the adolescents' behavior as consumers. The empirical part contains the result of the questionnaire which was attended by a group of respondents aged between 15 to 20. The task was to determine the influence of advertising as means of media on body image by adolescents and how this youth group perceives its body. In the final part there is a summary of findings of the perception of adolescents' body image and the influence of media on its perception.