

Abstract

Thesis "Presentation of trends in aesthetic medicine in selected specialized Czech magazines Estetika and Health & Beauty" deals with representation and media portrayal of female beauty and a current lifestyle to which more and more women adhere. It is a lifestyle in which body care plays a significant role. This paper analyzes trends in the two most famous Czech magazines devoted to aesthetic dermatology and plastic surgery – Estetika and Health & Beauty. The work aims to analyze these two magazines and find out how they portray these selected trends and which methods they most frequently use to persuade women to undergo surgery. It also tries to expound media representations of ideal beauty and the influence of the media on people. With regard to the objectives the work is divided into three parts: theoretical part, methodological part and empirically analytical part, or more precisely, the research part. The theoretical part comprises the conception of beauty in connection to human body. It examines the development of ideal beauty and the perception of the female body throughout the centuries. All of this is observed in regard to contemporary influence of media on people. It deals with social and medial constructions of reality and the possible influence of media on female self-esteem. The methodological part then explains why quantitative and qualitative content was used in the research and the analytical part then presents the most often portrayed trends and using specific articles it describes in detail how the trends are portrayed by each magazine.