

ABSTRACT

Obesity is one of the most serious problems of the contemporary civilization. Although its causes are multifactorial, some authors blame media for the increase of obesity. However, media can also be seen from another perspective. It can be seen as a tool for activating people towards a healthier lifestyle and thus moderate obesity.

This work is based on this second view. On the basis of the health communication are formulated requirements on informing about obesity. I use quantitative content analysis to verify whether Czech media works according to these requirements. I come to the conclusion that the Czech media fulfills the requirements only partially. Although media consider obesity as a problem and gives factually correct information, it blames mostly individuals, which is not in accordance with the recommendations of the health communication. Likewise, it offers mainly individual forms of solutions. Compared with foreign media it focus less on childhood obesity too.