

Abstract

The thesis focuses on media influence regarding body image as a topic and its perception by female students. It introduces studies exploring the influence of the media on body image and the effect it has on individuals. In addition, it presents the various interpretations of body image as a concept and factors affecting the self-acceptance. The theoretical part of the thesis ends with the development of the female beauty ideal throughout history to date. It describes how feminine beauty is most often presented in media, while noting the projects that are trying to communicate the diversity of feminine beauty. The practical part presents analysis of student's testimonies on how they perceive the body image concept, its orientation in media contents and how they feel influenced by them. The output is a description of key elements of discourse to self-acceptance in relation to the perceived influence of the media. This thesis uses the grounded theory method, the mind maps method and a semi-structured interview together with projective technique in order to provide a valid interpretation.