

Abstract

The presented thesis deals with the portrayal of female beauty or rather of how it was seen and what was believed to be the essence of it in the time of the first republic. The basic presumption I work with is that the ideal of beauty is culturally, socially and historically conditioned as well as is its appraisal. A goal of this paper is to analyze and to compare images of beauty described in woman magazines of the Czech production which were published during 20s and 30s of last century, a period in which the media already have been contributing to the creation and reproduction of normative femininity, stereotypes and standards of physical appearance significantly. Now the development of mass communication technology could lead to the spread of the ideal image of female beauty among the public and so in this way patterns of femininity became the part of everyday life in society.

Key words: ideal of female beauty, body, beauty myth, gender, gender stereotypes, media