

Abstract

Diploma thesis "Cellulite as a social phenomenon: Analysis of Czech Press" deals with the topic of origination and development of a conception of cellulite as an illness and defect to the beauty in Czech press and also deals with constructing of this phenomenon in present time. The aim of the study was to analyze and show how the conception of cellulite, thanks to which a normal physiological fact changed into a defect to the beauty and to an illness, was developed and medialized, by using a brief quantitative analysis of Czech press as a whole, a brief quantitative analysis of the research sample and consequently a qualitative analysis of this research sample. Hereafter the aim of the diploma thesis was also seeking of an answer to a question to what extent cellulite is an construct created by advertising industry and manufacturers of cosmetic devices and products, which is abusing and supporting normative imaginings of ideal female body and beauty.