

Abstract

This diploma thesis is concerned with the problematic of the links between self-presentation on social networks (SNS) and female beauty ideal. The thesis defines the beauty ideal as social construct, because every culture has its own beauty ideal and every period held its own standards on what is considered as beautiful. The thesis is also based on assumption that definitions of beauty are multidimensional and is focused on several beauty ideals. The aim of the thesis is to evaluate ways of self-presentation of women on social networks in the context of ideal of beauty. The research is based on the analysis of profile pictures on social networks and is also based on qualitative method of grounded theory. The final results show that the dominant way of visual self-presentation is represented by selfies. But the research has also shown that in each group there is a minority group of women who present themselves in accordance with the chosen ideal of beauty. Differences are described at the end of the thesis.