

## **Annotation**

The diploma thesis *The Concept of Ideal Woman's Body in Women's Lifestyle Magazines* analyses two women's lifestyle magazines *Marianne* and *Svět ženy* in period of the year 2017. The thesis aims to find out how the pages of both magazines approach the beauty ideal of women's body and it is based on the hypothesis that there is a beauty ideal related to thinness presented in the lifestyle magazine in general. The thesis examines both pictorial and textual magazine's content including the title pages and it is performed by quantitative content analysis and semiotic analysis. The thesis is primarily based on the Theory of The Social Construction of Reality which described in more detail in theoretical part of the thesis. This part is further devoted to definition of particular theoretical terms and concepts which are important for the correct understanding of the whole thesis and the next is part devoted to researches which already examined the beauty ideal in media. The end of theoretical part categorizes women's press and describes its expansion. The second methodological part is devoted to thesis' research plan, more detailed description of both examined magazines and also to the description of methods used in the last part which were quantitative content analysis and semiotic analysis. The analytical part is devoted to defining of research questions and hypothesis, to the construction of content categories making the core of the content analysis and to interpretation results of the research itself.