

## **Annotation**

The diploma thesis deals with current media myths about health and the human body. Dissemination of myths among the general public has been facilitated by the emergence of new media that allow a multi-layered debate across social groups. Online content offers a quick source and a wide range of answers or inspiration on health and human body issues, usually without the need to indicate where the information comes from. I will focus on the discussion about detoxification of the human body in life-style online media for women. Contemporary discussions on this topic show that easy access to information has prompted a wave of so-called "self-healing" described as a situation in which people consult their health problems primarily with online content, and then, if at all, with their GP or with another expert. Although some myths have been scientifically refuted, they still have their "proponents" who can represent legitimate knowledge. The very word "myth" or "half-truth" or "superstition" is discursively specific, burdened and represents an ideology. In many health and human body issues, there are many arguments of both parties (both mainstream and alternative medicine). I will observe this extreme polarization in the diploma thesis that is neither a defense of expert votes nor "experts by experience", but it retains an open, judgemental position. My aim is not to determine the correctness of the individual approaches, but rather to understand the arguments presented and interpret of the given situation.