

Abstract (in English)

Nowadays various formerly silenced topics have appeared under the spotlight of public's attention: specifically, mental health awareness has put forward body image concerns as being an incentive for most lethal forms of mental distress such as eating disorders. Despite body image issues are the subject of research for various academic fields, mainly psychology, this thesis attempts to study body image from a different point of view. That is in relation to contemporary diet culture; the thesis focuses on the application of Michel Foucault's theoretical concepts of disciplinary power and "care of the self" practice on the contemporary diet culture. Hence, discovery and review of diet culture controlling mechanisms that might be later internalized by individuals will be in the scope of this work, alongside with the study of diet culture discourse reinforced by influential YouTube content creators. Mainly, the thesis is focused on how dietary practices refer to disciplinary practices, conceptualized by Foucault, while, simultaneously, act as enabling for the subject, mimicking Foucauldian "care of the self" practices.

Key words: Michel Foucault, diet, diet culture, care of the self, eating disorder, self-transformation.