

The diploma thesis deals with one of the most viable ideas within the Euro-American territory that accentuates the distinction between men and women and therefore maintains the “mystic demarcation line” that Virginia Woolf talked about. It is the idea that only women are obliged to “be beautiful”. The primary objective of this work is to lift this conviction from the common (biologically-essentialist), trouble-free understanding and to uncover it in the light of social constructivism as a mere myth; to show that the myth of beauty – as it is called in this thesis – is originally our human work, not the work of nature (or God), and that its hidden ambition is nothing less than preserving the social – patriarchal – status quo. It is a purely intentional myth aimed at the disadvantage of women, which is, however, again and again reproduced unrecognised within the process of socialisation: first of all by the family, school, (mass) media and the industry of (feminine) beauty – these factors are called the guardians of the myth of beauty for the purpose of the thesis.