

Summary

In Czech Republic, aesthetic plastic surgery experiences a boom. By offering body modification it also contributes to a change in perception of the body and physicality of a contemporary man in a certain way. In this dissertation I have attempted to view aesthetic plastic surgery as an institution to which three different paths lead – the path of a client, the path of a physician and the path of promotion. I have approached the topic through the interviews with people who have personal experience with aesthetic surgery. Foremost I was interested in what their individual experience with the body was, what brought them to the decision to have their body surgically modified and what was the role of contemporary culture which ceaselessly produces idealized images of a human body in this decision. To my research I have added interviews with physicians who practice at clinics of aesthetic medicine together with managers of these clinics who take care of the promotion.

Through their bodies people express their personality, they strive to reach an ideal harmony and even a minor modification of appearance may significantly help them to achieve this. The body has become a project and plastic surgery a tool how to win control over it – despite the signs of aging, maternity and congenital defects.