

Abstract in English

Beauty is an abstract concept, which extends into many specific areas of our lives. We assess it individually and subjectively. I'll try to use this work to explore how adolescents perceive and evaluate the beauty. It will focus on the ideal of male beauty. I am interested in major differences between the ideals of girls and of boys and will try to find out which areas of beauty are important for them and which are not.

My target group are ninth grade students of elementary school aged between 14 and 15 years. The thesis has two parts. The first part is theoretical, in which I point out the importance of self conception in relation to adolescent age and physical appearance. Then I will describe and explain the importance of individual parts of the body and face. Subsequently I will also interpret basic theories of perception in relation to social perception. The second, practical part will present specific ideals of male beauty designed by girls and boys. I will introduce different ideals by different ways of view and try to interpret differences between girlish and boyish images of male ideals.