

Abstract

This paper analyses the Czech mass media discourse about models of childbirth care and focuses on using the term of naturalness. Czech obstetrics care is highly influenced by habitudes and practices that were typical for socialist era, but transforms to the western model. Dissatisfaction with the care was the main reason for rediscovery of homebirth that became a very controversial point in Czech society accompanied by mass media discussion which is the subject of this analysis. The most important findings are that doctors tend to advocate their practices no matter whether they discuss homebirth or caesarean delivery on maternal request (which can be seen as two poles of the scale of naturalness and total medicalization) and in this second case they show themselves as advocates of the naturalness. Czech midwives, opposing the dominant practices, are not able to communicate well enough the positives of natural childbirth and midwifery care, which can be one of reasons why they fail to push through the legalization of homebirth.

Keywords

Sociology of body, sociology of childbirth, medicalization, homebirth, naturalness