

The submitted diploma thesis deals with the issue of higher psychosocial needs and particularly focuses on the need of self-conception. The aim of the thesis is to try to find out, why women undergo plastic aesthetic operations, what their motives are, what they are led by, mostly influence and attempt describe their character.

The thesis is divided into two parts, theoretical and practical.

In the theoretical part, basic aspects of human needs are generally characterized and the issue of higher psychosocial needs with respect of selfconception is specified. Next, the terms of aesthetics, beauty and the ideal of womanly beauty are dealt with. Psychotherapeutic approaches, as one of the potential ways how to solve one's dissatisfaction with oneself and, another potential way, aesthetic surgery were taken into account.

For the practical part, the research method of a survey/questionnaire was chosen. It comprises 66 interviewees staying in hospital at plastic surgery clinic at FNK.V in Prague and the private plastic surgery sanatorium in Kolin. The researched sample of respondents was chosen in terms of receiving as wide view of the whole issue as possible.

The aim of the research was to validate or invalidate the set hypothesis.

Although the conclusions cannot be generalized on basis of such a small sample of respondents, I came to the following findings. The women were not satisfied with their looks, they suffered from feelings of inferiority even though, in their own words, the physical drawback did not stop them from establishing partner relationships. However, they decided in favour of the change through aesthetic surgery. Generally, it is the women for whom being good-looking is important, they are in a prestigious job and await being more self-confident, successful and a change in their lives after the operation.