

Abstract

The diploma thesis *Comparative study of a presentation of women's beauty in lifestyle magazines for men and women* suggests the hypothesis that the image of women's beauty is modified according to the target group of the media. As to support or falsify the thought, there are analysed chosen photographs of women in four Czech lifestyle magazines, specifically in *ELLE*, *ForMen*, *Cosmopolitan* and *Esquire*. Chosen method of semiotic analysis and description helps define the differences between image of women's beauty in the pictures. In order to interpret the pictures in broader context, the first half of work deals with the development of aesthetic theories and various scientific views of beauty as well as theories about presumed media influence. The results of the analysis are interpreted and explained on the grounds the theoretical base. Besides the evaluation of the primary hypotheses there are also noted other theoretical findings. The document is closed by comments of authoress on the issue based on already written theories.