

Abstract

This bachelor thesis focuses on world of the gym and its members. Its aim is to clarify how the gym shapes the body fitness and how its members perceive body image. This theme is viewed through several theoretical approaches, through mindful body, which is in the context of Nancy Scheper-Hughes and Margaret Lock perceived as individual, social and political body linked together. Furthermore habitus which in conjunction with the theory of Pierre Bourdieu explains environment that is specific for the gym and explains the characteristics of the gym, its culture which is gradually embodied into the bodies of its members. And finally, the gym environment which is understood through the theory of Ray Oldenburg and his third place. The research is based on participant observation of chosen gym. Also it was intensively complemented by research interviews with the gym's members. The analysis shows that this environment shapes the body and the perception of the body in several ways. By placing mirrors across the walls that urge to constant observing of one's body and the body of others, and therefore they tempt for comparison and evaluation. By visual ads of ideal body image that is characteristic for this environment. By machines themselves, their positioning together with weights whose colours creates a "visual construct" of the place where only the heaviest weights are lifted. And finally by the members themselves, whose bodies and the way they are performed there become a source of prestige and reproduce exactly what is typical for this environment.