

Abstract

This bachelor thesis examines the impact of Western beauty standards portrayed in fashion magazines on Vietnamese women. The theoretical part provides insight into the phenomenon of beauty itself, which the author then places in the context of the media and the media's portrayal of idealized images. The thesis thus offers the most frequently repeated negative impacts on individuals who have been exposed to idealized images of beauty. The aim of this thesis was to explore the impacts of Western ideals of beauty on Vietnamese women, who differ from these standards due to their genetic and physiological predispositions. In this study a qualitative research method was used, in which thirteen Vietnamese women ranging in age from eighteen to thirty-seven were interviewed. From the results of the analyzed data, it was found that the interviewed women put little emphasis on fashion magazines in shaping their perception of beauty and self-image. Thus, two levels of findings were uncovered in the research. The first part examined the specific situations where the portrayed ideal of beauty actually influenced the perception of beauty of the participating Vietnamese women. The second part further explored the reasons why these women placed such a low value on these magazines. In summary, the analysis uncovered a total of eight themes, three of which address specific situations where the portrayed Western ideal of beauty influenced the Vietnamese women and the other five themes that explain the reasons why these women do not consider fashion magazines as an important factor that shapes their perception of beauty.