

## **Abstract**

This thesis deals with the relatively new phenomenon of the "idol", which is an essential part of modern Japanese society. Since it is very close to the aesthetic values traditionally associated with beauty, I examine what ideals of beauty can be observed in the various categories of idol. I first analyze traditional Japanese ideals of beauty, their origins, and focus on the perception of human beauty. Beyond the traditional ideals, I introduce the concept of *kawaii* as a prominent representative of the modern perception of beauty in today's Japanese society in the form of cuteness. I then explain the concept of "idol" and its historical context, and analyze three categories of idol: musical groups, virtual idols, and celebrities. For each type, I will assess what their common features are and what aesthetic ideals they are characterized by. In the final part of the thesis, I will evaluate to what extent these shared idol traits correspond to the traditional conception of beauty that is generally shared in modern Japanese society.

## **Key words:**

Japan, idol, beauty, ideal, aesthetics, comparison