

## Abstract

The aim of the thesis is to describe the development of the portrayal of the beauty ideal in the Czech media for teenage audience from 2005 to the present. The theoretical part of the thesis captures the historical transformation of the ideal of beauty and its current meaning for individuals and society, as well as the conclusions of existing studies on the concept of the ideal of beauty in the media, both printed and online. The data source for the analysis were randomly selected copies of magazines for teenagers (Bravo Girl, Dívka, Top Dívky, JJ), as well as YouTube videos and Instagram posts of well-known Czech influencers. Qualitative analysis, specifically grounded theory, is used as a research method. The research showed that in printed media, the concept of the ideal of beauty was narrowly defined and did not allow many exceptions, throughout the whole examined period. Anything outside of this narrow view was framed as a problem to be solved. In new media, the current definition of the standard of beauty has been gradually eroded, among other things, by the *body positivity* movement. The theme of beauty has diversified, diversity is admitted, and former imperfections are framed as normal manifestations of the human body. The same time, however, the current media content still repeats historical stereotypes around the beauty ideal. An important aspect of the functioning of the network media is the role of users, who participate in defining (or criticizing) the ideal of beauty.