

Abstract

This bachelor thesis deals with sexual content in the media and its effects on the self-image of adolescent girls. Sexual content occurs across media with increasing frequency. These contents are very easily accessible due to smart technologies in today's digital age. The theoretical section discusses media in relation to sexuality, emphasizes defining erotic and sexual elements and themes, and reviews the importance and development of self-image along with possible influences on girls' self-image. This is followed by a methodological section that outlines the research method, the selection of respondents and the analysis of the data collected along with the ethical context of the research. The research part took the form of qualitative semi-structured interviews with adolescent girls aged thirteen to eighteen. The data collected was subsequently processed through thematic analysis. The data collected through the interviews revealed that the media has a significant influence on girls' self-image, both positive and negative, through the consumption of sexual content – erotic and sexual themes and elements. Consumption of sexual content in the media can contribute to the normalization of the topic of sexuality and help girls to better understand their own sexuality. However, at the same time, such content can lead to pressure to conform to idealised images, which has a negative impact on the self-image of adolescent girls.