

Abstract

In the digital age, online platforms have become a critical space that facilitates the exchange of views on many topics. In addition to information, the internet is thus also a provider of space for the democratization of voice, toxicity and frequent discursive clashes. For example, the phenomenon of online deliberation around the display of body standards and the representation of plus-size individuals has come into focus in recent years. Indeed, plus-size fashion has become a significant part of the fashion industry in recent years, and with it, media discourse. Although it is increasingly appearing in mainstream media, its acceptance and representation is still met with some resistance and a phenomenon called fat shaming is emerging. Indeed, the medium of debate - online discussion - often amplifies incivility and lends itself to the phenomenon of online toxicity. The topic of plus-size representation of women is not just a debate about aesthetics or personal preferences; it intersects with larger social issues, including gender role settings, beauty standards, and the very nature of social acceptability. The premise for this research is that gender stereotypes regarding standards and body image are often influenced by patriarchal structures and that these standards are likely to be reflected in online discussions. In the context of media studies, this research does not focus directly on the attitudes of individuals, but analyses the discourse in the online sphere around the phenomenon in a case study of plus-size fashion. I want to find out how (Czech) society discusses (and further shapes) the image of plus-size women in the online environment. The whole research will be developed through a feminist lens and the emphasis will be on the importance and role of online discussion forums in the broader media framework. Critical analysis of discourse was chosen as a main research method to analyze the comments.