

## **Abstract**

This bachelor's thesis focuses on the influence of clothing brand advertising on the body image of Generation Z women. The aim is to explore how the models depicted in advertisements affect young women's perception of their own bodies and what impacts these advertisements may have. The theoretical part addresses the definitions of self-concept and body image, characterizes Generation Z, traces the historical development of the ideal of female beauty, and examines existing research on the influence of advertising on women's body image. The practical part includes qualitative research utilizing semi-structured interviews with respondents divided into two groups. Each group was exposed to photographs of models with different body types to determine how these images are perceived and how they influence the body self-concept of Generation Z women. The collected data was subsequently analyzed using thematic analysis with open and selective coding. The research conducted on selected representatives of Generation Z demonstrated that the presentation of various body types of models in advertisements influences their perception of their own bodies and evokes emotions. For respondents, comparing themselves to slim models can lead to negative feelings of dissatisfaction and inadequacy; however, some women view these models as motivation to improve their lifestyle. The thesis concludes with a discussion of the limitations of the research and suggestions for further study in this area.