

Abstract

This bachelor's thesis deals with changes in tabloid media reporting on Halina Pawlovská's appearance. The work consists of a theoretical and a practical part. The first chapter of the theoretical part maps the stigmatization of obesity, the phenomenon of fat shaming and its consequences in a sociological context. The second chapter focuses on the role of beauty and its changes in different periods, the social emphasis on appearance and the influence of the media on the perception of the human body.

The practical part presents Halina Pawlowska and contextualizes the media interest in her appearance. Furthermore, the practical part is devoted to the content analysis of tabloid articles focusing on the character of Halina Pawlovská from 2011 to 2024. The analyzed articles are divided into four categories, based on the way in which the appearance is denigrated. Based on the analysis, the work tries to describe the development of fat shaming and derogatory tendencies of tabloid media during the observed period.