

This dissertation is focused on the nurses' image and nursing's image which are constantly changing because nurses play various roles and are in these differently perceived. The image is changing as the time goes and in each culture is perceived a bit differently. In developed countries is the image both nurses and nursing the same. In theoretical field I was focusing on the internal image of nurses and external image of nursing, I shortly described what image is, factors which influenced the image of nursing, variety of medical workers' uniforms, the actual image of nurse. I also mentioned the importancy of this profession, the relationship between the profession of nurse and nursing. In one of the chapters I focused on the strategy of building of positive image.

The research of this dissertation was focused on finding out of the nurses' image from the nurses' point of view and from the public's point of view and especially what concerns the nurse's reliable influence of patients through their appearance, about respecting the standard of working uniforms and about how the nurses perceive their colleague with piercing, tatoos, dreadlocks. I was also interested in the way nurses educate themselves and so strengthen the nursing's image. I was also finding out how public perceive a real nurse, whether are public influenced with the media which present nurse in different roles and how they are satisfied with nurses' behaviour and how they perceive the nurses' profession.

Research, including structural dialogue, was proceeded in various wards at some local hospitals.

For building of positive nurses's image and prestigious position in society is essential for each nurse to present his/her profession, to protect their rights everywhere government, professional organisations, public.