

## **Abstract**

The thesis deals with the beauty myth and its presentation in Top divky girl magazine. It focuses on revealing mechanisms used by the magazine to attract girls' attention, and their gender consequences. Observing both analogical and contrasting traits of presenting the beauty myth to girls and women is an important part of the thesis. In its theoretical part, the author begins by presenting the ongoing discussion on the beauty myth led by Naomi Wolf (2000), the feminist theorist. The basic theoretical framework for this thesis is Wolf's proposition of the "female" beauty myth, which subsequently helps the author to examine the "girlish" beauty myth. In her research, the author uses open, axial and selective coding. By determining the central category of *Cult of surface*, the thesis unveils the essential message of the beauty myth in Top divky. The surface is the main aspect not only of girls' appearance, but also of their relationships and interests. The functioning of the cult of surface is enabled by the discourse of easiness and the accessibility of beautification, which the thesis considers as a very important aspect of the beauty myth in the girl magazine. Basic propositions on the female beauty myth apply to girls as well, however, there are certain nuances to consider, which the author also mentions.

**Key words:** beauty, femininity, beauty myth, cult of beauty, girl magazine