

Abstrakt v anglickém jazyce

When we perceive ourselves, our identity physical appearance takes a role. How others perceive us in different life spheres, physical appearance takes role too. One of this, is sphere of profession, which relates to profession identity. We presume, according to specificities of caring profession, physical appearance can take different role in other professions. For example top policy or management, where literature about physical appearance has already existed. Reflection of physical appearance on profession identity of social work field is the aim of the research. At first research focuses on link between physical appearance and profession identity of social work field. Second, We presume, claims on physical appearance can be different, according to specific target groups of clients. So the other aim of the research is compare physical appearance in specific target groups in profession field of social work. Third, the aim of the research is examine significance or non-significance of physical appearance in profession identity of social workers, and how it develops. Social workers can transform their physical appearance to physical capital. And then, they can use their physical capital as a source for social work practice. Fourth, the aim of research is examine, how social workers use their physical capital. Grounded theory and semi-structural interview was employ. 13 respondents takes part in research. From results of research is evident, physical appearance has not main importance for social workers, but in some kind it effect their profession identity. The importance is evident, when social workers must work with specific target groups of clients. They arrange their physical appearance according to specific target group. And this is, what affect subconsciously their profession identity. They arrange their physical appearance because of successful work with clients. It affect their profession identity. They must identify with unique physical appearance, according target group. Study of social work field has impact on social workers too in their meaning of physical appearance in profession identity. They talk about physical appearance at all. At university, there were some other values, which have more importance, then physical appearance. But there are some limits how physical appearance of social workers can look like, Some norms in unwritten norms exist. But they are too broad. So social workers in these borders can wear what they want. Representation is last result. Social workers are led to represent their field, because of seriousness and professionalism of their field.