

Abstract

Bachelor thesis „Stereotypes in Fashion Photography in Women’s magazines deals with the question of using stereotypes in media. The theoretical part of the work is concentrated on the two main issues connected with thesis topic - on fashion photography and stereotype. Both issues are right in the beginning defined and the scientific literature, which has been published so far, is mentioned. The Analysis of stereotypes in fashion photography follows. The samples are Czech versions of world’s leading magazines Elle and Harper’s Bazaar. As women’s magazines *Bakalářská práce Stereotypy v módní fotografii v ženských časopisech* focused mainly on the topics such as fashion, beauty and slender figure, they provide a sufficient amount of fashion photographs. The entire magazines are then analyzed one by one as they were published in the last ended year - year 2007. Visual analysis of each issue contains official information such as the amount of pages, photographs and fashion photographs. The next part of analysis is concentrated on the content of picture. I describe all the stereotypes I found in every single issue of magazine. As I close the concrete magazine I sum up the stereotypes in fashion photography, which were uncovered through its issues of the year 2007. In the end of the work I compare both magazines in the question of usage of stereotypes. I stress what was common for both Elle and Harper’s Bazaar and stress what was different.