

## **Abstract**

This diploma thesis deals with the media representation of voluntary childlessness. Published studies frame the issue of voluntary childlessness from a sociological or psychological point of view; in the media context, this topic is not much represented. As the existing media analyzes focused on print media, this work is focused on a different type – online media. The topic of voluntary childlessness is still perceived as controversial in society and social norms play a part in this. Although the concept of family and parenthood has evolved considerably, entrenched norms of parenthood still persist, as previous studies have shown. The media are an integral part of our daily lives, influencing our thinking and the way we look at the world around us, and they can strengthen or weaken these norms. The aim of this work is to map how the media represent voluntary childlessness and how they portray voluntary childless people.