

Abstract

This bachelor's thesis explores gender stereotypes in the context of television commercials broadcasted by selected Czech commercial television stations. The author aims to define the conventional stereotypical roles in which men and women are portrayed in advertising spots and to evaluate the potential progress in their media representation. The theoretical part of the thesis focuses on key concepts that are necessary to understand the topic, such as gender, sex, gender identity, gender roles, and gender stereotypes. The practical part of the thesis consists of a semiotic analysis following the approach of Roland Barthes and Erving Goffman.