

## **Abstract**

This bachelor thesis focuses on the trend of femvertising in advertisements for body cosmetics in the Czech Republic. Femvertising is a relatively new phenomenon used in promotions that seek to present positive images of women and to counteract gender stereotypes. The aim of the study was to determine whether and how elements of femvertising are present in the selected advertisements intended for the Czech market from 2019-2022. For this purpose, a qualitative content analysis was conducted, which showed that elements of femvertising are present in all the selected advertisements and three of them could be described as fully femvertising.