

ABSTRACT

The bachelor thesis deals with the issue of women's reproductive strategies with a focus on the stigmatization of voluntary childlessness. Research to date suggests that pronatalist norms continue to exist in society that stigmatize individuals who voluntarily choose not to have children. The aim of this study was to investigate what behavioural and communication strategies voluntarily childless women use to negotiate their stigmatized identity and maintain their positive identity in the Czech Republic. Semi-structured interviews with five female participants of different ages ranging from 30-45 were used to explore these strategies. Subsequent data analysis revealed one central theme common to all participants, namely the (dis)acceptance of decisions by parents and loved ones. Then there were six strategies: passing; silence, non-shared and cautious; honesty – I don't want is also the answer; redefining the situation; proactivity in relationships and (un)willingness to compromise in relationships. The conclusion of this thesis suggests that further research on the subject would be useful to confirm the strategies identified in the research for this thesis and possibly identify other communication and behavioural strategies used by voluntarily childless women.