

Abstract

This diploma thesis explores the connection of three areas: political communication, social networks and gender. The thesis focuses on the perception of appearance of contemporary Czech female politicians in the Chamber of Deputies of the Parliament of the Czech Republic. The aim of the thesis is to analyse user comments on the social network Facebook concerning the physical appearance of female politicians. In the theoretical part of the thesis, concepts related to representation, the role of women in political representation, the gender difference in access to politics and the history of gaining the right to vote for women are presented. Furthermore, attention is paid to political communication, its definition, transformation over time and temporal distribution. Media portrayals of female politicians in traditional media and on social media are also presented. The results of the elections held on 8. - 9. October 2021 are also presented here. The analytical part is devoted to the actual implementation of the research and its methodological background. Sampling, data collection and the procedure for coding comments are described. Subsequently, the final research findings and the answers to the research questions, which were achieved through quantitative frequency analysis and qualitative frame analysis, are presented.