

Abstract

Romantic love in advertising often presents a consumerist depiction that may not align with the lived experience. This thesis aims to answer the question of how portrayals of love among the research participants correspond to Sternberg's theory of a love triangle in terms of intimacy, passion and commitment and how that differs between Czech locals and international people living in Czechia. The method of photo elicitation using advertisements is employed in focus groups to gather data that is further analysed through thematic analysis. It also considers the themes of gender stereotypes, diversity and commercialisation.

The findings show that participants referred to the three aforementioned pillars of love with commitment being the most important and passion the least. Furthermore, it was evident that gender stereotypes contributed to participants' perception of gender roles within a romantic relationship.