

The aim of this thesis is to observe socio-social phenomena, specifically the balance of ethnic representations and diversity of sexual orientation, in the context of portrayals in the popular media space, television. The tracking of this issue is done on the series *The Big Bang Theory*. The fundamental questions of the research conducted are whether the series sufficiently portrays racial and ethnic diversity in the cast of actors and actresses, and whether it also sufficiently talks about and portrays LGBT issues. The thesis also touches upon whether and how stereotyping is used in the media content under study. The content also includes a historical anchoring and an overview of the development of television production in the 20th century, along with the characteristics and development of the sitcom itself. Finally, the thesis compares the analysed series *The Big Bang Theory* with *Friends*, which was also analysed in the previous thesis "*The Problem of Ethnic Inequality and the Stereotype of Sexual Orientation in the TV Series Friends*". For the theoretical part of the thesis, a variety of literature was used. The analytical part contains two questionnaire surveys and their results in data. The full conclusion then summarizes all the important information and insights that the thesis and analysis have provided. From all this data, I come up with conclusions and questions.