

## **Abstract**

In my diploma thesis I deal with the issue of media spectacularization in the context of the provision of sexual assistance services. My thesis includes a critical discursive analysis of selected online posts with this topic in selected Czech media. These media are Novinky.cz, iDnes.cz, Aktuálně.cz and Blesk.cz. Since this service first has started to be provided in the Czech Republic in the autumn of 2015, I take advantage of the more active debate on this topic in later years. The aim of my thesis is to highlight the spectacularization of the topic of sexual assistance in selected media, to identify the legitimizing means and to define the discursive levels that appear in the media space. Subsequently, I focus on the actors who speak on the topic of sexual assistance in the media, whether actively or not. An important theme of my thesis is normativity as a social construct (disability studies, social roles) and the stigma associated with it. Afterwards, I used selected media to analyse the transformation of the topic through its spectacularisation and point out the disciplining of the topic through its frame. In my thesis, I draw attention to the social image that the media transforms the sexual assistance service into, how the detabulation of the topic is reflected here, how ideas about gender roles, the normativity of corporeality and sexuality or stereotyping are projected here, and what practices the media use to create the so-called spectacle. Then, I analyse how this has an impact on the formation of the image of sexual assistance. In my thesis, I try to open up the debate through other social images in the context of sexual assistance offered in the selected texts. Based on the analysis, I confirm the presence of spectacularisation which is based on the concepts of freak shows, the monstrosity of bodies or the aspect of power.