

Annotation

This thesis “Sexism in the television advertisement for fragrances” analyzes the relationship with the media – especially television commercial- and the social construction called gender. The phenomenon advertisement and gender issues are trapped in their complexity. Advertisement is framed within the wider context of technical imagines, whose specific characteristics advertisement takes, but it is also attention paid its part formal and content aspects. Gender images in advertising are subjected to semiotic analysis, the traditional semiotic approach is enriched with the dimension of social context. Thesis aims to capture the complexity of the relationship between advertising messages and images of gender and bridge the gap between the two opposing poles, which the studies of these issues necessarily face: advertising reflects the current social climate vs. advertising forms society and its structure. Text reflects both these trends. The media representations in the advertising message are viewed as an important factor shaping gender. It turns out that the society and its concept of gender and advertising with its media images of gender form a whole, all of which parts influence and form each other. The aim of this work is this process subjected to critical examination and semiotic analysis.