

Abstract

The diploma theses *The gender analysis of the Simpsons* is focused on the gender analysis of the animated serie The Simpsons viewed from the gender point of view. This theses deals with gendered society, distribution of gender roles withing the society, visuality and construction of characters and sexuality in The Simpsons.

The research itself consists of qualitative content analysis, which comes up from the gender studies and media studies background. The aim of this theses is examine how the characters of men and women are designed regarding their gender roles within the society and also how the society is constructed.

Key Words

Gender, gender analysis, gender stereotypes, gender roles, media, sexuality, animated series.