

ABSTRACT

In the diploma thesis I deal with the First Ladyship from a gender and a feminist point of view. The theoretical part introduces readers to the issue of private and public sphere which creates theoretical background for the First Ladyship. Furthermore I discuss the contents that are related to the First Ladyship and that shape it. In the empirical part I focus on the analysis of Ivana Zemanová when she was in the role of the first lady. Using the method of the discourse analysis, I deal with the media representation of Ivana Zemanová in the internet space. The goal of this work is to describe how Ivana Zemanová presents herself in this role and how this role is constructed. At the same time my aim is to point out and extend the issue of the First Ladyship that is not enlarged enough in the Czech republic.

Key words: first lady, the First Ladyship, Ivana Zemanová, private, public