

**Abstract (in English):**

This diploma thesis focus of portrayal of man and woman in lifestyle magazines on the Internet and on the social network Instagram. The theoretical part describes history and a role of the image, respectively photography, in the Western world and its development. It also deals with the theme of stereotypes and changes of representation of man and woman in the second half of the 20th century and the beginning of the 21st century. The next part discusses types of visual analyzes concentrating on qualitative semiotic analysis. This analysis is used for the selected images in the practical part. The practical part analyzes 400 images from selected Czech and American women's and men's lifestyle magazines and their accounts on the social network Instagram. The analysis reveals differences between contributions to Instagram and magazine pages and in the each media itself. It also identifies how women and men are portrayed in the selected media and if the stereotypes described in the practical part have disappeared in the context of the ongoing transformation of the position and roles of men and women in society, especially if the emancipation of women has had any effect.