

Abstract

This bachelor's thesis focuses on the representation of man's family roles and male domesticity in marketing communication. The main objective is to describe how the man's role in the domestic sphere is portrayed in advertising and its changes through time and to find out to what extent those changes are reflected by Czech television advertising. In the theoretical part, the thesis briefly deals with the concept of masculinity, gender stereotypes in the media and their impact on the society. Then it summarizes the changes of the man's family role due to industrialization and later the emancipation of women. The pivotal part of the thesis focuses on the representation of man's family roles in advertising. Firstly, it describes traditional stereotypes connected with the representation of masculinity and the offensive portrayals of male domesticity. Furthermore, it focuses on the emerging trend of positive representation of the man's family role and fathers in particular. The practical part of the thesis consists of research. The main research question was whether traditional stereotypical images or new positive images of male domesticity predominate in contemporary Czech television advertising. For this purpose, the research uses quantitative and qualitative content analyses of commercials broadcasted on television stations Nova and Prima. The results indicate a decrease in the use of stereotypes in advertising and show a significant predominance of the positive approach towards the portrayal of man's family roles in marketing communication.