

## **Annotation**

The bachelor thesis entitled "Deconstruction of the menstrual taboo in the „Nemusíš“ advertising spot" deals with the method in which the taboo topic of menstruation is treated in advertising. The theoretical part of the thesis offers an explanation of fundamental terms such as menstruation, taboo and menstrual taboo. Attention is paid to menstruation from both a biological and a social point of view. The thesis gives an overview of how menstruation is dealt with in so-called menstrual art, popular culture and advertising. The paper examines the way in which sanitary pads and tampons are communicated within the menstrual taboo. The aim of the thesis is to analyze how the spot „Nemusíš“ (translated as „you do not have to“) by the brand Ria faces advertising clichés, which are widely represented in advertisements for women's pads and tampons in the form of image or language metaphors. Both the technical attributes of the spot and the narratives associated with menstruation, which cover topics such as menstruation shame, men and menstruation, language taboos, visualization of menstruation in the public, etc. This ad shows a world in which women are not always happy while menstruating, unlike the "advertising reality".